

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-660-2022
Company Name	B.O. T
Industry	Digital
Vacancy	Senior Marketing Coordinator
Number of vacancies for that position	
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full Time
Major(s)	Marketing
Degree	BS
Years of Experience	5 to 7 years
Location	Jal Dib
Remuneration & Benefits	1000-1200\$ USD
Currency (LBP, Dollar, Lollar)	LBP
Tasks & Responsibilities	<p>At B.O.T, we attribute much of our success to the strength of our marketing division. To build on this momentum, we're searching for a highly qualified senior marketing coordinator to work closely with the business development and marketing director to manage the Marketing department. From day one, this individual will contribute to existing marketing activities, while assisting with the development of new initiatives aligned with company and client goals.</p> <p>The ideal candidate will have 3+ years of prior experience with a wide range of marketing functions, including communication, advertising, branding, digital marketing, and social media. The Senior marketing coordinator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines.</p> <p>Main Accountabilities and Duties:</p> <ul style="list-style-type: none"> ● Develop and implement the company's brand and marketing strategies ● Ensure all marketing efforts

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serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation

- Review and develop existing and new marketing activity reports and metrics for measuring success
- Provide market research, competitive analysis and campaign results
- Support the maintenance and development of internal tools, including a credentials database, tracking capability and global contact directory

Contribute in developing email campaigns, online/offline campaigns and press/media engagement strategies

- Contribute in developing strategic marketing initiatives and activities
- Create branded advertising campaigns and content calendars and support the marketing and design teams by coordinating and collating content
- Coordinate with creative suppliers including graphic designers, animators, video editors, copywriters, etc.
- Develop and Coordinate company events with all relevant stakeholders
- Manage the company's marketing archives and folder structure
- Keep the company websites up-to-date
- Create Presentations for pitches/competitions and meetings

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- Manage a staff composed of 1 Marketing Coordinator and 1 Graphic Designer
- Support in all Business Development Activities which relates to marketing