

## JOB POSTING REQUEST FORM

### Job Details

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| Reference #                                       | CP-70-2021   |
| Company Name                                      | Issa Holding   |
| Industry  | Information Technology   |
| Vacancy   | Business Marketing or Equivalent   |
| Job Type ( <i>FT, PT, Contractual, Seasonal</i> ) |  |
| Major(s)  | Business Marketing or Equivalent   |
| Degree  | Bachelor   |
| Years of Experience                               | Minimum 7 years  |
| Location  | Lebanon, Ain El Mreisseh   |
| Remuneration & Benefits                           |  |
| Tasks & Responsibilities                          | <p>The Marketing Manager's role is to plan, direct and implement the marketing strategies, manage resources, brand and communications portfolio of ISSA Holding</p> <p>Main Duties:</p> <ul style="list-style-type: none"> <li>Collaborate with the GMD and HODs in the planning and implementation of marketing strategies for each entity in alignment with their business goals and objectives.</li> </ul> <p>Marketing Strategies</p> <ul style="list-style-type: none"> <li>Calculate the return on investment in marketing activities and compare efficiency with competitors.</li> <li>Measure the success of marketing campaigns and establish baselines for business decisions.</li> <li>Develop new marketing initiatives and propose sales strategies that contribute to revenue growth.</li> <li>Manage the voice of customer (VOC) process, evaluate customers' experience and develop action plans for enhancement.</li> </ul> <p>BRANDING &amp; SOCIAL MEDIA:</p> <ul style="list-style-type: none"> <li>Lead the development and implementation of marketing campaigns (online and offline)</li> <li>Manage ISSA Holding's social media pages, optimize its online presence and</li> </ul> |

## JOB POSTING REQUEST FORM

develop personal and social connections

- Responsible for managing the promotion and positioning of ISSA Holding Branding

**MARKET RESEARCH & ANALYSIS:**

- Perform market research and competitive analysis to determine marketing strategies and to ensure proper positioning of ISSA Holding
- Keep abreast of the market changes and trends

**MARKETING FINANCIAL ASPECT:**

- Evaluate the financial aspects of ISSA Holding offerings & development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections
- Manage and optimize the yearly marketing budget of each entity

**RELATIONSHIP MANAGEMENT**

**RESPONSIBILITIES:**

- Ensure professional relationships at all levels (internal and external customers) contributing to high quality result.

**SPECIAL PROJECTS:**

- Contribute the planning, development and execution of special projects handed by GM, related to sales process enhancement, e.g.: CRM

**CORPORATE SOCIAL**

**RESPONSABILITIES:**

- Contribute in planning and executing of CSR activities together with HR and promote them on the social media.
- Manage all sponsorship activities

**COMPETENCIES**

- Strategic and competitive intelligence skills
- Strong customers orientation skills
- Leadership and management skills
- Analytical and evaluation skills
- Business communication and Tech savvy skills
- Relationship building and interpersonal skills
- Conflict management and decision-

## JOB POSTING REQUEST FORM

making skills

### YEARS OF EXPERIENCE

- Minimum 7 years of experience.

### KNOWLEDGE

- Knowledge of current and emerging marketing and communication trends including the use of social media and technology
- Ability to prioritize and handle multiple projects simultaneously
- Experience in using web analytic tools, experience with CMS and Google Analytics preferred
- Excellent knowledge of web technologies, protocols, and tools; internet marketing skills (including SEO strategies and Google Analytics)
- In-depth knowledge of CRM software and Content Management Systems
- Excellent written and oral communication skills for both external and internal customers
- Experience in various Microsoft programs (i.e. Word, Excel, PowerPoint, etc.) and familiar with internet applications such as Google Analytics, Facebook, Twitter, LinkedIn, etc.