

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-76-2021
Company Name	B.O.T
Industry	Digital Agency
Vacancy	Marketing Coordinator
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	9 months
Major(s)	Marketing
Degree	Bachelor or higher
Years of Experience	1-3 years
Location	Jal El Dib
Remuneration & Benefits	700-800
Tasks & Responsibilities	<ul style="list-style-type: none"> • Assist in the development and implementation of the company's brand strategy • Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation • Prepare marketing activity reports and metrics for measuring program 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

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design teams by coordinating and collating content

- Coordinate with creative suppliers including graphic designers, animators, video editors, copywriters, etc.
- 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