

Advertisement No: MFMC/I/2023/13

Marketing & Communications Manager

1. Scope of work

Marketing & Communications Manager is responsible for establishing and directing the marketing and communications activities of MFMC including advertising and public relations.

2. Specific responsibility

- 2.1. Plan, develop and implement marketing and communications strategy of MFMC
- 2.2. Implementing and overseeing the concepts and branding for products and events
- 2.3. Conduct market research and study to identify the current market trends, consumer behavior and forecasting activities.
- 2.4. Managing the company's online presence and digital marketing campaigns, including social media, website, and search engine optimization (SOE)
- 2.5. Creating marketing content and managing the production of communication materials
- 2.6. Planning and executing events such as product launches, trade shows, business round tables and conferences
- 2.7. Measuring the effectiveness of marketing and communication campaigns and using the data for the development of new strategies and tactics
- 2.8. Identify and understand stakeholders' business needs and objectives to develop marketing and sales campaigns
- 2.9. Providing guidance and support to the marketing team to achieve business objectives
- 2.10. Managing relationships with media outlets, journalists, and influencers to promote company's products.
- 2.11. Collaborate with external agencies and stakeholders to ensure timely delivery of information
- 2.12. Other duties as assigned by the management

3. Requirements:

- 3.1. Bachelor's Degree or equivalent level qualification in relevant field (Marketing, Communications, Public Relations, Business Management, Tourism, Hospitality, or related field)
- 3.2. Minimum 3 years' experience in Marketing and Communications field

