

JOB DESCRIPTION

Job Summary:

Senior Officer, Marketing & Event Management will be responsible for the development and implementation of e-communication strategies, ensure effective communication with key stakeholders with a goal of increasing the visibility of Business Center Corporation.

Job Tasks:

- Assist in the development and implementation of marketing campaigns across various channels, including digital, social media, email, and traditional marketing.
- Coordinate campaign logistics, track campaign performance, and provide regular reports.
- Provide clients (SMEs and potential startups) with information about promotional activities.
- Create compelling and engaging content for marketing collateral, including social media posts, website content, and promotional materials.
- Utilize graphic design software and tools to create visually appealing assets, including banners, social media graphics, promotional materials, and other design elements.
- Ensure content is aligned with brand guidelines and targeted audience.
- Contribute creative ideas and suggestions for content creation and design projects.
- Stay updated with industry trends and design best practices to ensure the organization's content remains fresh, innovative, and visually engaging.
- Assist in managing social media accounts by creating and scheduling posts, monitoring engagement, and responding to comments and messages.
- Stay updated with social media trends and suggest strategies to enhance social media presence.
- Assist in maintaining and updating website content, including product descriptions, landing pages, and blog articles.
- Collaborate with the web development team to ensure website functionality and user experience optimization.
- Support the planning and execution of marketing events and promotional campaigns.
- Assist in logistics coordination, attendee management, and post-event follow-up activities.
- Work closely with cross-functional teams to gather requirements, understand project objectives, and deliver high-quality content and designs in a timely manner.

- Dealing with enquiries from public, press and other relevant organizations.
- Establish and maintain effective working relationships with local media.
- Analyze media coverage and formulate advertising and marketing strategies to better reach potential clients.
- Create and maintain a content calendar.
- Update content on website, expand BCC's outreach capacity through Instagram, Facebook, Twitter, YouTube, and other digital media tools.
- Prepare program related documents or updates including profiles, success stories and fact sheets.
- Assist in conferences, workshops, and trainings.
- Assist in preparing marketing materials such as leaflets, brochures, flyers etc.
- Analyze media coverage.
- Represent BCC at presentations, conferences, or media interviews.
- Any other related and internal organizational service delivery work designed by BCC

Additional Responsibilities:

- Perform other duties as assigned which are in the best interest of the Company