



## **JOB DESCRIPTION**

### **Job Summary:**

Assistant Manager, Marketing 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:**

- Provide clients (SMEs and potential startups) with information about promotional activities
- 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 the 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.
- Event planning, conferences, workshops and trainings
- Preparing marketing materials such as leaflets, brochures, flyers etc.
- Plan and carry out PR campaigns proactively
- 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