

<b>Job Description</b>	
<b>Job Title:</b>	<b>Marketing Executive</b>
<b>Team</b>	Marketing Department
<b>Reporting Structure</b>	Human Resource
<b>Purpose of Position</b>	We are looking for a professional to develop and undertake the marketing projects within the assigned area by developing innovative ways of increasing/growing our market share.
<b>Key Tasks</b>	<ul style="list-style-type: none"> <li>• Design, implement, support and facilitate a marketing strategy and plan</li> <li>• Overseeing and developing marketing campaigns for new and existing products</li> <li>• Conduct research and analyze data to identify and define our customer base</li> <li>• Devising and presenting ideas and strategies</li> <li>• Overseeing Promotional activities</li> <li>• Managing, growing our campaigns and presence on Social Media</li> <li>• Ensure that our Website is regularly updated and remains functional</li> <li>• Organizing events, product exhibitions and managing our promotional packaging</li> <li>• Develop and administer marketing database which includes client and prospective client information</li> <li>• Collaborate with Managers in preparing budgets and monitoring expenses</li> </ul>
<b>Skills and Experience</b>	<ul style="list-style-type: none"> <li>• BA or BS degree (IT, Marketing, Business Administration or Commerce)</li> <li>• Min 4 YEARS EXPERIENCE IN CUSTOMER SERVICE, MARKETING PRODUCTS</li> <li>• STRONG Marketing, leadership and strategic planning experience with Proven track record</li> <li>• Excellent organizational, planning and time management skills</li> <li>• Excellent verbal, written communication and customer service skills</li> <li>• Strong insight and business judgement</li> <li>• Proven approach to your audience with consumer insights, trends and business needs</li> <li>• Relevant product and industry knowledge</li> <li>• Has initiative and self-drive</li> <li>• Team player with information sharing spirit</li> <li>• Experience in the IT &amp; Financial Services and Payment gateways (added advantage)</li> <li>•</li> </ul>
<b>Working</b>	<ul style="list-style-type: none"> <li>•</li> <li>• Normal working hours are 8.30am – 5.30pm</li> </ul>

**TRUE AFRICAN**  
TAP INTO WHO WE ARE

<b>Environment</b>	<ul style="list-style-type: none"><li>• Fun working environment</li><li>• Team Work</li><li>• Regular Team Building</li></ul>
<b>Remuneration Package</b>	<ul style="list-style-type: none"><li>• Competitive Salary</li><li>• 21 days annual holiday</li><li>• Medical Insurance</li></ul>