

Marketing and Communications Specialist

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Company: Eny Consulting Inc

Location: Nigeria

Category: arts-design-entertainment-sports-and-media

Eny Consulting is a boutique business and technology consulting firm. We specialize in helping professionals and businesses increase their income and revenue through the implementation and utilization of business analysis. We offer certification courses, coaching and training for professionals looking to transition into the tech space through our business analysis school. We are a growing company, and we're looking to bring on a new member to our team.

The ideal candidate is a highly creative, hard-working team player who will be critical in creating communication and marketing content to boost our brand awareness.

Responsibilities:

- Develop and implement a communication and marketing strategy (media outreach and social media content)

- Perform competitive analysis and research

- Conduct market research

- Building and maintaining relationships with new and existing customers

- Research and write press releases and content for the company website, infographics, blogs, social media and newsletters.

- Acquire and maintain a detailed knowledge of the company's policies, principles, and

strategies, and keep up-to-date with relevant developments.

Arrange and coordinate press conferences, and plan events.

Facilitate the resolution of disputes with external role-players.

Adhere to the company's style guide, ensuring we produce a high-quality, error-free copy.

Work with key internal role-players to brainstorm content ideas in line with the company's strategy and support of various brand initiatives.

Support and evaluate results of communication campaigns with the team.

Build and maintain relationships with journalists and key external role-players.

Create and lead all external communications and corporate brand marketing and partnerships

Create influencer marketing networks and campaigns

Requirements:

Bachelor's degree in communications, journalism, public relations, or a related field (essential).

A minimum of 2 years of experience in communications strategy development (essential).

Excellent written and verbal communication skills.

Works well under pressure and meets tight deadlines.

Highly computer literate with capability in email, MS Office, and related business and communication tools.

Content writing experience for all media platforms.

Proven social media and networking expertise.

Strategic and creative mindset.

Meticulous attention to detail.

A portfolio of work is available for review.

Ability to work in a fast-paced environment

Highly organized and detail-oriented

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