

## MARKETING MANAGER

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Company: Excelminds Corporate Services

Location: Sango Ota

Category: food-preparation

**JOB DESCRIPTION** MARKETING MANAGER a) Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors. b) Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion agencies. c) Direct the hiring, training, and performance evaluations of marketing staff and oversee their daily activities d) Brainstorm fresh advertising ideas with senior management e) Manage Website & Social Media handles for all brands f) Monitor FM Radio programs & TVCs with help of Media team g) Compile calendar of events by Nov - Dec of each year & draw out Marketing budget h) Develop & organize POSM for brand promotions with Supply Chain i) Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services j) Conduct economic and commercial surveys to identify potential markets for products and services. k) Periodic benchmarking studies to calibrate our prices & marketing efforts l) Initiate market research studies and analyze their findings. m) Work with regulatory agencies to ensure compliance with set standards for advertisement. n) Consult with CBH, QC, Supply Chain on new product development such as design, color, and packaging with agreed timelines o) Monitoring and Evaluation of activity programs for brands in order to deliver annual brand targets

**Requirements** **JOB SPECIFICATION:** Qualification: BSC Marketing / Mass Communication, MBA in Marketing Work Experience: 10 15 years as Marketing Manager Age: 35-50 years Must have Distilleries experience. Benefits Proximity to Ota, Ogun state is preferred. Salary up to 300kngn plus benefits Having up to 5 years of work experience.( Male or

Female) NOTE: Only shortlisted candidates will be contacted.

6-9 years

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