

## MARKETING MANAGER - HEAD OFFICE, LAGOS - 0028

### Job Purpose

This position will play a key role in shaping and implementing our marketing strategies. It oversees both internal and external communications, ensuring our messaging aligns with the company's vision and engages stakeholders effectively. This role is pivotal in driving brand awareness, customer engagement, and supporting business growth.

### Responsibilities

- Marketing Strategy Development: Create, execute, and monitor comprehensive marketing plans to achieve business objectives.
- Internal Communications: Develop and maintain effective communication strategies to foster alignment and engagement across teams.
- External Communications: Manage PR, media relations, and corporate communications to enhance the company's public image.
- Brand Management: Lead initiatives to strengthen and maintain a consistent and impactful corporate identity.
- Campaign Management: Plan, execute, and analyze marketing campaigns across digital and traditional platforms.
- Stakeholder Engagement: Collaborate with internal teams, partners, and external agencies, government bodies and agencies to deliver marketing initiatives.
- Market Research: Conduct market analysis to identify trends, opportunities, and competitive insights.
- Budget Management: Develop and manage the marketing budget, ensuring cost-effective allocation of resources.

### Qualifications & Experience

- Bachelor's degree or Higher National Diploma (HND) in marketing, Business Administration, Communications, or a related field.
- Proven experience in a marketing leadership role, preferably within a PLC environment.
- 7-10 years experience in marketing management, with at least 5 years in a senior management role
- MBA or any other professional certification in Marketing Management is an added advantage.
- Strong expertise in internal and external communication strategies.
- Excellent project management and organizational skills.
- Ability to analyse data and translate insights into actionable strategies.
- Good knowledge of Metrics and Data Analysis
- Proficiency in digital marketing tools and platforms.
- Exceptional interpersonal and communication skills (both oral and written).
- A creative mindset with a focus on achieving results.
- Ability to use marketing automation technology and CRM software



- Knowledge of Microsoft Dynamics Navision or any other Enterprise resource planning (ERP) software.
- Proficient in MS Office including Word, Excel, Outlook and ability to produce captivating PowerPoint presentations.