

Job Description

Job title: Marketing Coordinator	Grade: -
Work Location: MT2 HQ	Country: Lebanon
Division/Department: Marketing	Location: H.O Beirut
Reports to: -	Supervising Role: No
Employment Type: <u>Full-time</u>	Attendance Hours: On rotation M-F (8:30AM – 5:30PM) or Sun-Thu (8:30AM – 5:30 PM)

Job Purpose: The **Marketing Coordinator** will participate in our company's advertising campaigns. Her/his main responsibilities will include conducting market research, producing promotional materials, analyzing sales data and helping in any marketing-editorial duties among other tasks. The **Marketing Coordinator** is able to interpret customers' behavior and suggest creative ways to increase brand awareness. She/he should have excellent communication skills and a passion for advertising strategies. This role's duty is to ensure our company's marketing efforts helps achieve our immediate and long-term business goals.

Job Responsibilities:

- Support the marketing department's initiatives with the planning, execution, and tracking of marketing programs such as email, event, social media marketing programs, including blogs and public relations efforts, or content marketing and database management
- Collaborate with the design department to produce promotional materials
- Design and implement successful marketing campaigns
- Independently coordinate marketing events, including overseeing logistics, coordinating with suppliers, and ordering marketing collateral
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness
- Conduct research to analyze customers' behavior and identify trends (e.g. purchasing habits, trends and preferences)
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports
- Organize promotional activities for new products/services
- Prepare (monthly, quarterly and annual) forecasts
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice

Education and/or Work Experience Requirements:

- Bachelor's degree in business marketing, communications, business management or a related field
- 2-3 years of experience in marketing
- Must have strong organizational and project management skills, as well as attention to detail
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines
- Must have strong analytical skills to analyze metrics and create reports
- Must have a high level of creativity
- Occasional travel may be required
- Excellent Microsoft Office skills
- Enthusiastic, committed, proactive and resourceful; can be counted on to get the job done
- Fluent in English and Arabic. French is a plus.

Benefits & Remuneration:

- Transpiration: included in Net Salary – As per labor law
- Benefits: NSSF

Competencies:

- Oral and Written Communication
 - Excellent verbal and written communication skills, including ability to effectively communicate with internal and external parties – Fluency in Arabic and English is necessary while French is a Plus!
- Emotional Intelligence & Stress Management
 - Must be able to work under pressure and meet deadlines, while maintaining a positive attitude and providing an exemplary attitude
 - Must firmly separate between personal and professional issues
- Attentive to Details
- Time Management, Initiative & Autonomy
 - Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, required follow-ups, and standard accepted practices.
 - Excellent time management skills with an ability to prioritize work/projects coupled with strong problem solving skills.
 - Good research skills and attention to detail
- Confidentiality
 - Maintains strict confidentiality of client, company and personnel information

Other Responsibilities:

- Adheres to the policies and procedures set by the company
- Demonstrates a strong commitment to the mission and values of the organization
- Adheres to company attendance standards