



<https://somaemployment.com/job/marketing-specialist/>

Marketing Specialist

Description

We are looking for an ambitious Marketing Specialist to be responsible for developing and managing all aspects of our marketing strategy. You will focus on creating, implementing, tracking and optimizing our digital and traditional marketing campaigns across various marketing channels.

To be successful as a Marketing Specialist, you must be highly self-motivated, proactive, and have a working knowledge of current marketing tools and strategies in order to execute successful marketing campaigns.

Responsibilities

- Developing and implementing marketing plans.
- Undertaking competitor research and analyses.
- Conducting market research to establish customer trends and habits.
- Establishing goals and objectives in order to reach our customers through appropriate marketing channels (digital and traditional).
- Building and maintaining relationships with new and existing customers through prospecting and networking.
- Promoting brand awareness through marketing efforts.
- Creating marketing materials for our website and other marketing platforms.
- Supporting the marketing team with marketing activities by demonstrating expertise in various areas, including optimization, advertising, social media, direct marketing, and event planning.
- Assisting with the analyses of marketing data, including campaign results, conversion rates, and online traffic in order to improve future marketing strategies and campaigns.
- Performing other duties when needed.

Qualifications

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 3 or more years of marketing experience (digital and traditional) in a corporate, or agency environment.
- Must be fluent in Somali, English and Arabic.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, and Access), and Adobe Creative Suite,
- Working knowledge of HTML and CSS.
- Experience using analytics software.
- Excellent written and verbal communication skills.
- Ability to work in a fast-paced, high-pressure environment.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Highly organized and detail oriented.

Hiring organization

Soma Employment Solutions

Beginning of employment

07/01/2022

Duration of employment

Regular

Job Location

Hargeisa, Maroodi Jeex, Somaliland

Working Hours

08:00AM-04:00PM

Base Salary

negotiable

Date posted

May 25, 2022

Valid through

01.07.2022