

Senior Marketing Officer

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Company: Dangote Group

Location: Ndola

Category: other-general

Participate in the articulation of DCP's marketing and communications strategy and programmes.

Spearhead the planning and organization of corporate/ social events (e.g. press conferences, media briefings etc.) for the organization.

Participate in the development of all marketing/ brand related communications (graphic and print materials) originating from the organization.

Liaise with relevant parties to ensure marketing communication materials address specific information needs of target markets as well as provide clarity on product offering.

Liaise with media consultants and public relations agencies and ensure accuracy and consistency in the company's external communications.

Liaise with other sales & marketing unit heads to obtain and provide information on customers.

Ensure adequate and positive media coverage for the organisation and act as a media spokesperson when required.

Stay abreast of global and local best practice as it relates to the unit's activities to ensure innovative growth strategies

Establish and maintain relationships with key internal and external stakeholders/

partners.

Champion the establishment and effective running of DCP's call centre in line with approved strategy and objectives.

Develop and execute marketing communication plans for promotions, events/sponsorship and other marketing activities/initiatives Preparation of Annual Budget as the bedrock for Company's annual Budget

Provide input to all marketing communication contracts with vendors/media agencies as required and monitor their activities to ensure adherence with service level agreements ensure superior Customer & Technical Service Delivery

Measure and report performance of all marketing campaigns, and assess ROI and KPIs

Requirements

Bachelor's degree or its equivalent in Marketing, Business Administration, Mass Communications or a related discipline.

Full Grade Twelve School Certificate

Postgraduate degree in a relevant discipline.

Proven working experience in Branding & Marketing

Minimum of eight (8) years relevant experience with at least two (2) years in a middle management position.

Benefits

Medical Insurance Cover

In-House Pension Scheme

Quarterly Production Bonus

Life Assurance

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