

## Marketing Project manager

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Company: Confidential

Location: Ghana

Category: other-general

Educational background:

- University degree in Business Administration, Marketing, Economics or equivalent

Professional experience and requirements:

- At least 2 years of experience in a similar field
- Experience and an insight on the West African market that enables the Marketing Manager to target customers/potential customers efficiently
- English: Full professional proficiency (spoken and written), French is a plus

Competencies:

- Good Management, negotiation and communication skills
- Being proactive when it comes to quick decision making and problem solving
- Computer literacy, with applications (Word, Excel, PowerPoint...)
- Proficient in running general administrative processes
- Ability to multi task and work efficiently under pressure
- Having the vision to pinpoint and follow up with trends that are happening in the market

## Job Summary

The Marketing Project Manager will lead the creation and implementation of a communications and marketing strategy (in collaboration with MD / CEO, Group Commercial Manager) aimed at building Azar Group of Companies' public profile.

Directs Azar Group of Companies' overall marketing and strategic planning programs, and corporate communications.

Facilitates client development through marketing and client services programs.

Responsible for leading and coordinating all Advertising, Public Relations and Marketing Communications efforts, including branding & positioning, corporate web site, direct marketing programs and corporate and product marketing collateral and management of corporate events.

Oversees development and implementation of all Azar Group of Companies' stationery and support materials. Ensures that all company marketing communications messages are effectively and consistently conveyed across multiple communication mediums.

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