



### Assistant Manager- Marketing

<b>Last Date to Apply:</b>	15- February - 2021
<b>No of Vacancies</b>	01
<b>Salary Range</b>	45k-55k
<b>Direct Reporting to</b>	Senior Manager Marketing
<b>Education:</b>	MBA – Marketing
<b>Job Description:</b>	<ul style="list-style-type: none"> <li>• Contribute to the strategic planning of marketing activities to drive forward agreed company objectives</li> <li>• Assist marketing team in preparing annual marketing budget</li> <li>• Prepare and disseminate daily and monthly commodity roundup to brokers and PR agency</li> <li>• Serve as a liaison between company and creative agencies for the purpose of development and execution marketing collateral</li> <li>• Assist in production of marketing collateral including brochures, newsletters, annual reports, calendars, and giveaways etc.</li> <li>• Assist in developing company presentations</li> <li>• Prepare Top Ten Broker list and Agri Trade Summary of the week and disseminate it to the list of recipients by email</li> <li>• Prepare and disseminate FIA data</li> <li>• Prepare and disseminate red chilli prices via sms</li> <li>• Plan and assist in organizing events</li> <li>• Coordinate with vendors and ensure smooth execution of projects</li> <li>• Daily website updates: circulars, news, opening and closing rates, margins, brokers reports and Daily Roundup.</li> <li>• Maintain and update information on the website</li> <li>• Manage web banner advertisement on the company website</li> <li>• Arrange for the effective distribution of marketing materials</li> <li>• Maintain, build and update distribution list of brokers, media, associations etc.</li> <li>• Manage inventory of marketing collateral</li> <li>• Maintain and update market budget on a regular basis</li> <li>• Liaison with Finance department to process payments</li> <li>• Plan and assist in organizing awareness programs at PMEX premises, in business schools etc.</li> <li>• Prepare and disseminate circulars and update them on corporate website</li> <li>• Manage all social media activities to build brand image of the Company on World Wide Web</li> <li>• Prepare Facebook metrics report on a monthly basis</li> <li>• Prepare Task Sheets and monthly MIS for the department</li> <li>• Check emails at info@pmex.com.pk</li> <li>• Lead any other project assigned by the Senior Manager and Head of Department</li> </ul>

<b>Years of Previous Experience</b>	4 – 5 years
<b>City</b>	Karachi
<b>Skills Set Required:</b>	Content Writing, Graphic Designing, Digital Marketing Skill
<b>Email:</b>	Candidates Shall forward their Profiles at <b>careers@pmex.com.pk</b>