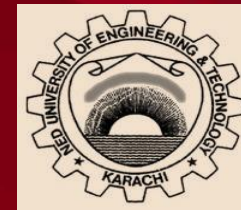




10-9-2021

# WE ARE HIRING!

## HEAD OF MARKETING



### RESPONSIBILITIES:

- Plan and execute a marketing strategy for the organization and for new and existing products or services
- Oversee the implementation of the marketing strategy
- Develop a brand strategy
- Set and administer an annual marketing budget
- Create and manage a calendar of events such as webinars, conferences and thought leadership contributions
- Guide the day-to-day activities of the marketing team and marketing manager
- Continually review changes to the market, consumer trends and the activities, adjusting the marketing plan if necessary
- Provide tools and materials to enable the sales team to function effectively
- Manage and refine the organization's social media presence
- Manage and measure marketing campaign costs
- Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Utilize data for marketing campaigns, interrogating the organization's databases and external data
- Identify new business opportunities
- Conduct market research studies
- Negotiate with media agencies and secure agreements on the production of promotional materials

### REQUIREMENTS:

- Strong project management and people management
- Leadership skills with the ability to set and prioritize goals
- Data analysis
- Excellent Communication
- Analytical mind
- Experience running successful marketing campaigns

**JOB LOCATION:** Karachi

**EDUCATION:** MBA/ MSC-Marketing or relevant field

**GENDER:** Male

**EXPERIENCE:** 5-6 Year of Distinguished Brand experience is preferred

If you believe that your professional profile is well-suited to this position, please send resume to [jobs@aptinverex.com](mailto:jobs@aptinverex.com) with the email subject title: **Head Of Marketing**

**LAST DATE:** September 25, 2021



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