



Job Description

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Job Title Marketing Executive	Job Location Dar es Salaam	Category Marketing
Job Type Full Time	Job level Intermediate	Industry Automotive

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Automotive: 3 Years
Secondary Industry -	Primary Category Marketing: 3 Years	Secondary Category -
Certificate -	Qualification -	

Summary

The Marketing Executive will be responsible for strategic and tactical execution of creative and engaging marketing campaigns, executing marketing strategies, planning marketing events and product launches & developing an online presence.

Responsibilities

Market Research

- Conduct comprehensive market research to understand consumer preferences
- Gather data through surveys & interviews
- Analysis of data to identify opportunities and threats in the market

Strategic Planning

- Develop strategic plans based on market research insights
- Define target audience and set marketing goals
- Outline the strategies and tactics needed to reach those goals effectively

Campaign Development

- Develop campaigns across various channels including print, digital, social media and events
- Collaborate with creative teams to develop compelling communication messages

Advertising and Promotion

- Plan and execute advertising and promotional activities to raise brand awareness and drive customer engagement
- Coordinate advertising placements negotiate contracts with media partners, and monitor the performance of advertising campaigns
- Manage and monitor the Marketing agency's activities as per Honda Policy

Budget Management

- Manage the marketing budget allocated to different campaigns and activities
- Ensure that resources are allocated effectively to maximize ROI
- Achieve marketing objectives within budget constraints

Brand Management

- Responsibility of managing and promoting the company's brand identity in accordance with the corporate identity policy.
- Ensure consistency in branding across all marketing channels
- Collaborate with other departments to maintain brand integrity and reputation

Analytics and Reporting

- Track and analyse the performance of marketing campaigns using various metrics and analytics tool
- Generate reports to evaluate the effectiveness of marketing initiativesIdentify areas for improvement, and make data-driven decisions to optimise future campaigns

Education & Qualifications

- Degree in Marketing/Business Related Field

Requirements

- Marketing Initiatives Management
- Strategy Development
- Campaign Execution
- Analytical Reporting

Characteristics

- Creativity
- Problem Solving
- Communication
- Data Analysis
- Market Research
- Manage Marketing Budgets
- Strategic Thinking
- Leadership Skills
- Networking

Reporting To

- Country Branch Manager

Driving Licence

Not Required

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