



Job Description

Job Title	Marketing Coordinator
Job Category	Marketing Department
Reporting to	Marketing Manager
Location	Mkalles Industrial District
Working days	5 days a week (Monday-Friday) from 10:00 am to 6:00 pm
Main Focus	Market research and analysis, developing marketing strategies, and developing advertising campaigns and activations.

Work Relations and Reporting Process

- Work closely with the team on daily tasks, and report to Marketing Manager ensuring daily work coordination
- Work closely with the Marketing Manager regarding budgeting, research, and campaigns

Duties and Responsibilities

- Develop strategic marketing initiatives and activities.
- Implement marketing plans that include print, broadcast, and online content.
- Create branded advertising campaigns, and support the marketing and design teams by coordinating and collating content.
- Conduct market research to identify marketing opportunities and negotiate media coverage.
- Traffic all advertising efforts to appropriate channels.
- Develop and manage all internal communication systems.



- Create, maintain and strengthen the organization's overall brand through all media avenues.
- Manage print contractors and other promotional vendors.
- Maintain strict confidentiality of sensitive information.
- Simplify complex data into a user-friendly format such as graphs, charts, and other visual aids for clients and management.
- Manage social media accounts and take care of community management on all social media platforms.
- Additional marketing duties as needed

Skills

- Critical thinker with strong problem-solving and research proficiencies.
- Ability to comprehend and interpret competitor strategies and consumer behavior.
- Expert knowledge of Content Management Systems (CMS).
- Ability to gather large amounts of data and convert it into meaningful analysis.
- Solid organizational skills and detail-oriented.
- Ability to work under pressure and meet strict deadlines.
- A creative mind with superb written and verbal communication skills.
- Ability to simplify complex information into a user-friendly format.

Qualifications and Requirements

- **Academic B/G:** Minimum BSc degree in Marketing or relevant field
- **Experience:** 3-5 years of experience in a similar role
- **Languages:** Arabic, English
- **IT Skills:** Proficient in Microsoft Office, Photoshop, and web editing packages.
- **Characteristics:** Good with numbers and excel, Detail-oriented, well organized, sociable, leadership skills, communication skills, able to perform under pressure. Properly deals with agencies (digital, design, etc...)

Confidentiality

All documents are confidential and should not be shared with a third party without the consent of the General Manager and Marketing Manager.



Job Application

Interested candidates are asked to send an updated CV and a cover letter expressing their interest and qualifications to the **Ms. Jana Oueini the HR Manager** at the following email address: **jana@fabricaid.me** Please mention the position title in the subject of your email.