

Job Description

Job Title	Senior Marketing Coordinator
Job Category	Marketing Department - Full Time
Reporting to	Marketing Manager
Location	FabricAID HQ
Schedule	Monday to Friday (10:00 am to 6:00 pm)

Work Relations and Reporting Process

- Work closely with marketing team on daily tasks, and report to marketing manager and ensure daily work coordination
- Work closely with brand manager regarding brand identity and content creations
- Maintain a steady flow of communication through regular meeting cadence.
- Ensure that projects and the day-to-day duties are delivered on time as requested by the marketing manager, within budget, and are in line with the auction and regional goals and priorities.

Duties and Responsibilities

- Develop and implement a marketing strategy.
- Evaluate and review marketing and advertising campaigns to make sure the correct mediums are being used and campaigns are effective.
- Ensure the smooth-running of any production process, with particular responsibility for the accurate setting of copy, design, and artwork.
- Identify target markets and work with insight and market research to inform content and campaign planning.
- Liaise with all members of the creative team to ensure effective and efficient delivery.
- Ensure that a product or service matches the brand positioning and brand identity.
- Liaise internally within the team and brand managers to ensure all additional marketing and promotional projects are effectively coordinated through the content calendar, so that all deadlines are met.
- Lead marketing projects through cross functional and cross-departmental teams.
- Help to monitor competitor activity - and report on it.
- Track marketing performance and return on investment and prepare monthly reports.
- Lead the creative department, to effectively content calendars, editorial requests, presentations, promotional materials and online activities.

- Accountable for delivery of influential marketing campaigns to drive sales and revenue targets.
- Perform any other relevant task

Qualifications and Requirements

- **Education:** BA in marketing, communications, or advertising is preferred.
- **Experience:** 2 years of experience in an advertising agency: Senior account manager or Senior strategist.
- **Languages:** fluent in Arabic, English
- **Creativity:** Participated and produced marketing Campaigns from idea development to execution.
- **Organizational:** Experience in working with multiple brands at once.
- **interpersonal and Communication:** Should be able to communicate with different audiences. Strong leadership and influencing skills
- **Technical Skills:** Skills in social media, copywriting and design in order to assess marketing materials for both print and online.

Responsibilities Related to Internal Control System

The organization's internal control system is comprised of a set of rules, policies, and procedures that FabricAid implements to provide reasonable assurance that:

1. Its financial reports are reliable,
2. Its operations are effective and efficient,
3. Its activities comply with applicable laws and regulations.

The organization's board of directors, management, and all personnel are responsible for the internal control system. Thus, the Senior Marketing Coordinator is also responsible for ensuring internal control and non-compliance will result in direct dismissal.

Confidentiality

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

Job Application

Interested candidates are asked to send an updated CV and a cover letter expressing their interest and qualifications to 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.