

JOB OPPORTUNITY NO # M130223

Title: Marketing Officer -Full time

KALEN LIMITED

PSSSF Commercial Complex, Sam Nujoma Road, Dar es Salaam,
Tanzania

Deadline: February 24, 2023 12:00 PM Time

Description

Kalen Limited is looking for marketing officer to join our team in Dar es Salaam. In this role, you will oversee organization's marketing campaigns, develop and execute communication concepts and marketing strategies for the company.

Qualifications

- Bachelor's/ Master's degree in marketing, communications
- Relevant certification will be an added advantage

Responsibilities

- Creating marketing campaigns to promote products or services to specific audiences
- Market research to determine customer needs and competitor offerings
- Planning and executing promotions to increase brand awareness and drive sales of existing products or services
- Identifying opportunities for new products or services that meet market needs
- Researching and analyzing data to identify and define audiences
- Overseeing campaigns on digital platforms
- Evaluating the effectiveness of campaigns
- Reporting on trends and statistics across all digital media platforms

Requirement and Skills

- 3+ years of proven working experience in marketing
- Excellent interpersonal skills
- Solid knowledge of market research techniques
- Complete knowledge of the latest trends and developments in the Marketing industry
- Understanding of marketing techniques, data analysis tools, and basic principles
- Excellent analytical and problem-solving skills
- Strong communication and presentation skills

How to Apply

Send your CV and cover letter to career@kalen.co.tz