Qatar SKILLS ACADEMY

JOB DESCRIPTION

Position Title	Marketing Executive	**Job Grade**	-
Department	Qatar Skills Academy	**Reports to**	GM
Office Location	QSA Barwa	**Visa Status**	
		Hours of Work	8.00am-5pm

Job Purpose

As a key member of our Business Development team you will be responsible for the execution of the marketing strategy. Primarily driving marketing campaigns and ensuring the increase of revenue for the business.

Duties and Responsibilities

- Conducting effective market research; competitive intelligence, identifying market gaps.
- Develop and optimise marketing initiatives to drive customer acquisition;
- Organising public relations events or product exhibitions
- Develop and manage content for Social Networks and Blog Sites.
- Drive revenue conversion from leads of the company website and social media.
- Implement, analyse, and optimize organic and paid search engine marketing activities;
- Implement and execute email campaigns to nurture leads and customers;
- Analyse and provide weekly & monthly digital marketing, sales metrics and lead status reports for both sales and marketing.
- Copywriting and ensuring high quality of all marketing collateral.
- Ensure optimized use of marketing portfolio mix- over the line/under the line channels.
- Ensure and demonstrate marketing ROI.
- Utilization and building of database with appropriate CRM tools.
- Brochure and marketing collateral development.

Skills and Required Traits

- A focused, self-motivated marketer with creative and commercial flair who will bring marketing strategies to life.
- A marketer passionate about implementing marketing tactics, that thrives on delivering exciting campaigns and content
- A highly effective individual who has an absolute eye for detail and is focused on increasing business revenue through exceptional campaign execution, reporting and evaluation.
- Good teamwork skills
- Communication skills
- Adaptability
- Good organization and planning skills
- Creativity
- Commercial awareness
- Excellent Business Editing & Copywriting skills
- Up to date with industry leading software and technologies (In Design, Illustrator, Dreamweaver, Photoshop etc)
- Highly proficient in all design aspects

Qualifications
A degree or masters in business or related qualification
Experience
• 5 years experience in marketing • Marketing background • Proven track record in high performance marketing