

job description

MARKETING MANAGER

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BASIC FUNCTION & RESPONSIBILITIES

The Marketing & Communications Manager position is a mid-level, management role for someone with at least 5 years of experience in the field. Marketing & Communications managers create, implement and oversee communications programs, be it internal or external, that effectively describe and promote the organization and its products.

- Manages the Marketing budget, sets goals, ensures program milestones are achieved
- Designs and implements brand guidelines and oversees that the brand is properly represented in internal and external communications.
- Ensures all messaging aligns with key business strategies
- Develops content for social media, websites, newsletters, press releases, and any other distribution channels
- Creates presentations, articles, reports, and information for inside sales use.
- Develops or commissions market research as needed
- Brainstorms and collaborates with teams for new ideas and strategies
- Plans, creates content, and production of marketing materials
- Develops strategies for current and existing product launches and promotions

EDUCATION & TRAINING

BSc/BA in Communications, Marketing, Business or related field.

KEY CHARACTERISTICS

- Experience with technologies and best practices for campaigns across multiple platforms
- Excellent written and verbal communication skills
- Strong copywriting and content creation skills
- Ability to multitask and monitor several projects and accounts on a daily basis
- Ability to work well under pressure and manage time effectively
- Ability to take initiative to develop new strategies and outside-the-box ideas for social media.
- Excellent media relations skills
- Ability to work independently or in a team