

Marketing and PR Manager at MGM Muthu Hotels

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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MGM Muthu Hotels is seeking to hire a Marketing and PR Manager to efficiently oversee the complementary duties of the public relations and marketing departments as well as to enhance brand reputation through the development of thorough marketing strategies and stakeholder management. The Marketing and PR Manager will also be responsible for overseeing, coordinating, and putting into action key product development and marketing strategies to increase the company's equity and market share.

Key Responsibilities

Developing marketing plans that incorporate traditional and online marketing techniques to reach target audiences

Managing the implementation of marketing campaigns by creating ads, brochures, flyers, social media posts, and other promotional materials

Developing new products or services based on current trends in the industry

Analyzing competitive products or services to identify potential areas for improvement or change in order to gain market share

Coordinating publicity events such as trade shows, community events, or social gatherings where potential customers can get acquainted with the brand

Developing advertising strategies, such as print ads or commercials, that promote products or

services to a specific audience

Planning strategies for making a company or product recognizable in the marketplace

Developing an effective online presence for a brand through websites, blogs, social media channels, and other online platforms

Measuring the success of marketing campaigns by analyzing sales figures, customer feedback, and any other factors that indicate whether objectives were met

Overseeing all marketing activities related to advertisement and sales promotion

Analyzing the market to identify the target audience and current market trends

Occasionally assessing [the product/service] to determine if any adjustments are needed to match customers' demands statistics

Ensuring a positive public image and consistent media coverage of our company's initiatives/programs/actions and objectives

Managing a team of Public Relations Specialists and assisting in the creation of press releases and social media posts that preserve our reputation

Responding to media inquiries for information release

Building impactful public relations strategies that shape the public perception of our organization

Maintaining strong connections with media representatives

Key Skills & Requirements

Bachelor's degree in a relevant field—Marketing, Public Relations, Communications, Journalism, or similar

5+ years of experience in marketing or public relations managerial roles

Outstanding analytical skills—being able to foresee challenges and come up with solutions

In-depth understanding of social media

First-class written and spoken communication

Budget management skills

Track record in Marketing, Product Development.

Excellent understanding of Strategy and Communication.

Proficient in Microsoft Office and project management software

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