

## Marketing Officer at Crystal Recruit

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

Crystal Recruit is a boutique recruitment firm that specializes in matching the right talent to the right job opportunities across Africa. We go out of our way to find that missing person for your business puzzle. We are the partner that understands your needs, recruits 'best-in-class' talent and counsel you towards a successful conclusion to the search process.

### Responsibilities

Conceive and develop efficient and intuitive marketing strategies

Organize and oversee advertising/communication campaigns, exhibitions, and promotional events

Conduct market research and analysis to evaluate trends, brand awareness, and competition ventures

Initiate and control surveys to assess customer requirements and dedication

Write copy for diverse marketing distributions (brochures, press releases, website material, etc.)

Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts

Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness

Monitor the progress of campaigns using various metrics and submit reports of performance

Collaborate with managers in preparing budgets and monitoring expenses

### **Requirements and skills**

3 – 5 years of proven experience as a marketing executive or similar role

Degree in sales and marketing, Business Administration, or any other related course.

Excellent written and verbal communication skills

Must have strong analytical skills to analyze metrics and create reports

Good understanding of market research techniques, data analysis, and statistics methods

Must have a high level of creativity

Thorough knowledge of strategic planning principles and marketing best practices

Proficient in MS Office and marketing software (e.g. CRM)

Familiarity with social media and web analytics

Excellent communication and people skills

Strong organizational and time-management abilities

Creativity and commercial awareness

Occasional travel may be required

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