

Remote Webinar Expert – Gehi & Associates

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Company: Jobspaddy

Location: Nairobi

Category: other-general

Responsibilities

- Plan, manage, coordinate and execute all webinars programs & initiatives.
- Conduct, gather and analyze market research to identify new opportunities.
- Evaluate current strategy and identify weaknesses.
- Develop and implement guidelines and protocols for conducting webinars.
- Select and implement the most appropriate web conferencing technology.
- Create, maintain and execute a webinar schedule.
- Organize registration and follow up for each webinar.
- Work closely with other marketing organizations to ensure the successful promotion of all webinars.
- Develop benchmark criteria to measure the effectiveness of the webinar program and implement improvements as required.
- Collaborate with internal stakeholders (marketing, sales, customer support, product management, etc.) and provide support for their initiatives.
- Measure the success of each webinar and report the results to management.
- Educate staff and prepare key messaging and presentation material.
- Work with speakers and marketing to determine the most important points to market the webinar.
- Review presentation materials and offer feedback to speakers.
- Maintain accurate database and frequent contact with pool of speakers and subject matter experts.

- Provide training to presenters and organize the preconference planning call.
- Conduct webinar promotions to drive audience registration (banner ads, Google Ad campaigns, social media, co-marketing, etc.).
- Post webinar surveys, polls and act as a moderator (if necessary).
- Record webinar sessions and edit audio for on-demand webinars.
- Distribute presentations and participate in conversations across a variety of channels (Online & Offline including social media properties).
- Follow up with webinar attendees.
- Develop unique value propositions and business partnerships that are targeted toward key customer segments.

Job Requirements

- University degree or college diploma in business or computer science.
- A track record of performance excellence meeting targets and objectives.
- Excellent communication, organizational and writing skills.
- The ability to manage multiple priorities and demanding timeframes.
- Knowledge and deep understanding of webinar technology.
- Must have the ability to create editorial content at a moment's notice.
- Experience in advertising and event marketing a must.
- Proficient with Microsoft Office products.
- Ability to integrate webinars into broader sales & marketing campaigns.
- Proficient with social media tools such as Twitter, LinkedIn and Facebook.
- Familiarity with HTML and Dreamweaver.
- Ability to be a proactive and savvy communicator.

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