

## Sales and Advertising Executive at Aquila East Africa

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

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### Job Summary

Aquila East Africa is one of the leading communication and marketing agency seeking to recruit **Sales and Advertising Executive** who will assist in designing and implementing targeted marketing strategies, identifying customers' needs that align with modern trends, maintaining customer relationships, tracking sales data and creating performance reports among other key deliverables. The staff will be expected to adapt our culture and create good working relationship with our broad team.

### Duties and Responsibilities

#### Advertising and Marketing Executive

Develop and oversee marketing campaigns to promote products and services

Monitor Progress of campaigns using various metrics and submit reports of performance

Organize and oversee advertising/communication campaigns (social media, T.V etc.) exhibitions and promotional events

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

Planning and presenting marketing ideas and strategies

Efficient in Power Point presentations and developing well thought out Marketing

## Proposals

Assist in Supplier Pre-qualification and Tender Application

Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities

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

Maintaining healthy relationships with clients

Handling complaints of the clients/taking feedbacks

Creating awareness of the products and services offered by the company

Any other duty that may be assigned to you

## Requirements

### Minimum Requirements and Competencies:

Good understanding of Sales, Marketing and Advertising.

Proven work experience as a Sales and Marketing Executive/Advertising or a similar position in a Sales Department/Advertising Company

Demonstrate excellent knowledge of various marketing tactics

A result driven and goal oriented individual

Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business

### Qualification

Bachelors' Degree or Diploma in Marketing, Advertising, Sales or a related field from a reputable university or institution

At least 2 years working experience in a similar field

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