

Marketing executive

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Company: Hilal Confectionery Private Limited.

Location: Karachi

Category: other-general

We are looking for Marketing Executive to manage sales.

- 1- Create marketing plans geared toward end users for each key product within portfolio, in line with strategy and targets and within budget.
 2. Work with the in-house designer to produce materials of visual impact and within brand guidelines.
 3. Preparation & delivery of marketing plan within key objective.
 4. Events planning, organization and execution.
 5. Copy writing of articles, marketing materials etc.
 6. Liaison with media and publishers as required.
 7. Ensuring that all marketing materials do not deviate from the established.
 8. Liaise with Events Coordinator to maximise visibility at conferences, including compiling a list of products and literature to display/demo, producing delegate inserts, etc.
 9. Develop strategies and deliver excellent sales and after-sales services to maximize sales, customer satisfaction and retention.
- Job Specification-
- Have Good communication skills.
 - Be regular and punctual.
 - Ability to generate business.
 - Experience will be an advantage
 - Ability to manage a campaign budget.
 - evaluating marketing campaigns;
 - monitoring competitor activity;
 - supporting the marketing manager and other colleagues.
- Information Technology and

Services - Karachi, Pakistan

About UsHilal has been synonymous with excellent quality confectionery products for the past fifty years. Over the last half century, the company has diversified its product range, with a variety of popular new confectioneries for consumers all over Pakistan

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