

Relationship Manager Marketing

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Company: Catcos (Pvt) Ltd

Location: Karachi

Category: other-general

Relationship Manager Marketing Catcos (Pvt) Ltd, Pakistan The marketing manager manages the day to day marketing activities of the organisation and long term marketing strategy for the company. Job Specification Managing all marketing for the company and activities within the marketing department. Developing the marketing strategy for the company in line with company objectives. Co-ordinating marketing campaigns with sales activities. Overseeing the company's marketing budget. Creation and publication of all marketing material in line with marketing plans. Planning and implementing promotional campaigns. Manage and improve lead generation campaigns, measuring results. Overall responsibility for brand management and corporate identity Preparing online and print marketing campaigns. Monitor and report on effectiveness of marketing communications. Creating a wide range of different marketing materials. Working closely with design agencies and assisting with new product launches. Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives. Analysing potential strategic partner relationships for company marketing.

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