

Senior Marketing Executive

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Company: HR Era Consulting Services

Location: Karachi

Category: other-general

Assist in executing marketing initiatives & campaigns.

Ensure sound & effective execution of marketing communication campaigns (Digital & conventional media), exhibitions and promotional events.

Ability to coordinate & schedule meetings with agencies & other business partners.

Coordinate with the agencies on day to day basis efficiently to ensure smooth delivery of marketing material/campaigns

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

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

Hands on monitoring social media channels & reporting.

Collaborate with managers in preparing budgets and monitoring expenses.

Assist in conduct market research and analysis to evaluate trends, brand awareness and competition ventures (as per requirement).

Skills:

Job Specification Skills:

Proven experience as marketing executive or similar role

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

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 (e.g. WebTrends)

Excellent communication and people skills

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