

Approved

23/10/2019

23rd October 2019

Codelabs is an indigenous South Sudan owned and regional IT/Telecom consultancy company with years of experience in the tech-industry developing custom software, webapps, mobile applications, Internet Banking apps, providing internet connectivity, developing USSD Applications, ICT Equipment supply, Video & Animation for various business in South Sudan and globally. Throughout the years we have gained reputation as one of the most successful IT/Telecom consultant companies in South Sudan,

We believe that a single idea can change the world. But great ideas only matter when they become real, ready-to-launch products and services. Our mission is to help our customers eliminate the barriers between ideas and business outcomes.

We are looking to recruit young energetic, passionate self-motivated marketing professional for the position mentioned below to help us in marketing

Marketing Executive

Brief Job description

We are looking for a talented **Marketing Executive** to undertake marketing projects for the benefit of our company. You will organize creative campaigns and promotional events that can make a difference for our company's success according to trends and customer requirements.

The ideal candidate will be passionate for the "art" of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image.

The **Main** goal is to reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

Responsibilities

- Conceive and develop efficient and intuitive marketing strategies
- Organize and oversee advertising/communication campaigns (social media, newspapers etc.), exhibitions and promotional events
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Initiate and control surveys to assess customer requirements and dedication
- Write copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Organize meetings with clients both old & new clients in the market
- Monitor progress with clients by making follow up through emails and visiting
- Collaborate with managers in preparing budgets and monitoring expenses





Technical/Academic Requirements

- Proven experience as **marketing executive** or similar role in ICT sector and other areas where you have had serious footprint in bringing change
- 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
- Strong organizational and time-management abilities
- Creativity and commercial awareness
- BSc/BA/Diploma in marketing, business administration or relevant discipline

Share your CV, Copies of your academic documents and previous marketing accomplishment where you worked.

Applications should be addressed to Codelabs co. limited with clearly indicated subject "Marketing executive Juba".

Deadline: 15th November 2019

Email: recruitment@code-labs.it

Reports to Chief executive and technical manager

For more information visit our website
<https://code-labs.it>

