



MARKETING SPECIALIST
(On Contract – Three Months)

REPORTS TO: Chief Executive Officer

SUPERVISOR TO: N/A

POSITION PURPOSE:

The Marketing Specialist will be responsible for developing and implementing the marketing and sales plans for EMBD's quarry operations and working with EMBD to manage its relationship with stakeholders in respect of EMBD's Agricultural Estates and/or any other lands.

KEY DUTIES AND RESPONSIBILITIES:

- Conducts market research to better understand the marketing needs of the company, its target audience (including but not limited to Quarry customers and Agricultural tenants), identify customer trends, competitor offerings and demographic data in both the public and private sector.
- Researches and make recommendations for effective marketing and promotional channels, including media platforms to be used to relay messages to the company's intended customers, tenants, members of the public and stakeholders.
- Prepares marketing plans, strategies, proposals and presentations based on company needs with accompanying budgets and action plans.
- Assists with planning, implementing and monitoring digital marketing campaigns such as video productions, email marketing campaigns, digital advertising and content for social media platforms.
- Analyzes market potential, tracks sales and reviews performance of EMBD's marketing campaigns and strategies through evaluation by key performance metrics
- Actively seeks out and establishes relationships with new and existing customers through networking and prospecting.
- Arranges and co-ordinates meetings, outreach communications activities or public relations functions with potential and existing clients, customers, tenants, members of the public and stakeholders including relevant Ministries and State Agencies for effective dissemination of accurate information.
- Composes and posts content on the company's website and social media pages, monitoring same to keep updated.
- Assists with the preparation of speeches, media and press releases.
- Coordinates with the media and other Public Relations Agencies.
- Performs other administrative duties as necessary and required.

REQUIRED KNOWLEDGE AND SKILLS:

- Knowledge of relevant marketing tools and applications is a plus
- Excellent analytical skills
- Excellent written and verbal communication skills
- Attention to details for precise analysis of data
- Critical thinking and problem-solving skills
- Superior organisational and time management skills
- Ability to create content for social media platforms and newspapers
- High proficiency in MS Office Suite and competent in the use of graphic design programmes.

MINIMUM QUALIFICATIONS AND EXPERIENCE:

- First Degree in Marketing, Business or related field from a recognized University.
- At least three (3) years' demonstrated experience in marketing and sales environment using digital and traditional methods.

Interested parties are asked to submit applications for the above contract position to:

**Human Resource Manager
Estate Management and Business Development Company Limited (EMBD)
P.O. Bag 326
Couva Post Office
Or**

Email Address: applications@embdtt.org

Deadline for submission of applications is 10th September, 2021.