

Marketing Coordinator

Reporting to: Business Development Manager

Objectives of this Role

- Assist in the development and implementation of the company's marketing strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals
- Prepare marketing activity reports and metrics for measuring program success
- Provide market research, forecasts, competitive analyses, campaign results, and consumer trends
- Maintain brand integrity across all company marketing initiatives and communication
- Ensure timely and successful execution of all marketing campaigns

Specific Duties and Responsibilities

- Support the Business Development Manager in evaluating and establishing the marketing plan and strategy by assembling and analysing sales forecasts, setting objectives, planning and organizing promotional presentations, and updating calendars
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists
- Continually seek and research new sources of prospective customer data, and provide recommendations to
- Responsible for the execution of store marketing campaigns planning, setting objectives and timelines, communication of the deliverables to sales and operations team, and monitoring and reporting on the campaign performance.
- Handle customer complaints, ensure quick responses and identify any remedial action that is required
- Liaise with product development in order to identify, develop and launch new product concepts managing the new product development process including all menu and retail items involving both external parties and internal departments
- Maintain marketing dashboards and meet reporting deadlines
- Developing visual merchandising strategies and tools and ensuring proper execution in stores
- Managing retail social media channels (Facebook and Instagram)
- Management of marketing material, sales collateral, corporation stationery and related materials. Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed

Personal Competencies:

- Creativity
- Analytic and strategic thinker
- Superior marketing, networking and public relations skills
- Excellent project management and implementation skills
- Excellent written and verbal communications skills
- Social and interactive nature
- Highly innovative
- Display a high degree of integrity and professionalism

Ideal candidates would have worked in a fast-paced environment and have a passion for the food industry.

Requirements:

- 3 years experience within a marketing coordinator / administration or similar role within the FMCG sector;
- Experience in food /retail /FMCG/hospitality industry will be advantageous
- Relevant BCOM degree or similar
- Able to travel