

**Job Title:**

**Marketing and Admin Executive**

**Job Objective:**

Responsible for developing and maintaining marketing strategies to meet organizational objectives. Evaluates customer research, market conditions, competitor data and implements marketing plan and promotional activities. Perform all marketing, advertising and promotional activities. To take care of liaison work with all external agencies, preparing letters, memos and proposals.

**Responsibilities:**

Responsible for the marketing of company products and services to the right market. Demonstrate technical marketing skills and company product knowledge. Develop an annual marketing plan detailing the year's activity to meet agreed company objectives. To deliver all marketing activity within the agreed budget. To manage the entire product line lifecycle from strategic planning to tactical activities. To conduct market research in order to identify market requirements for current and future products. To analyse potential strategic partner relationships for product lines.

**Relationships and Roles:**

To demonstrate the ability to interact and cooperate with all company, clients and associate company employees. Communicate effectively, focus on delivery to customers, collaborate with others and demonstrate high integrity. Maintain professional internal and external relationships. Take care of liaison work with all clients/prospect and external agencies, preparing letters, memos, proposals.

**Requirements:**

Around 2 years of related experience mainly in marketing and experience in admin duties will be an added advantage. A diploma or a degree in Business Admin with specialisation in marketing from a reputable tertiary institution is preferable. Experience in developing, maintaining and delivering company marketing strategies to meet company objectives. A strong understanding of customer and market dynamics and requirements.

## Marketing Executive

A proven ability to carry out all marketing, advertising and promotional activities.  
Excellent written and spoken communication skills in English especially in matters relating to technical aspects of the software products and services.  
Excellent computer skills.

Please send in your resume to [hr@itsbiznes.com](mailto:hr@itsbiznes.com)

Successful candidates will be notified by email/phone for an interview.