

### **Terms of Reference of Marketing Officer**

- Design and prepare marketing campaigns and promotions
- Evaluate competitor products and make pricing recommendations
- Identify potential market for new products
- Prepare sales brochures and displays to call public attention to the product
- Gather comments from clients for possible improvement
- Meet individual earning targets set by the management
- Responsible for commercial programme production
- Any other job assigned by Manager, GM & MD
- Carry out ad-hoc assignments as and when required by the management

### **Competencies required**

Should be;

- very eloquent with the ability to convince clients, be creative, resourceful, capable of making mature, independent decisions
- committed and have high regard and respect for teamwork
- be willing to work odd hours, on holidays and ready to travel to remote places

### **Qualification**

**He/she should**

- have minimum a bachelor's degree in any field
- have scored on average 60% and above in class X , XII and degree
- be expressive and also have excellent skills in persuasion

Selected candidates will be placed in BBS grade P3 -2 with the starting salary of Nu.21, 090 plus corporate allowance