

Marketing Manager

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Company: BrighterMonday Uganda

Location: Kampala

Category: other-general

General Purpose To develop, establish, and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising and promotional activities of the organization. **Main Job Duties and Responsibilities** manage and coordinate all marketing, advertising and promotional staff and activities conduct market research to determine market requirements for existing and future products analysis of customer research, current market conditions and competitor information develop and implement marketing plans and projects for new and existing products expand and develop marketing platforms including social media platforms manage the productivity of the marketing plans and projects monitor, review and report on all marketing activity and results determine and manage the marketing budget deliver marketing activity within agreed budget report on return on investment and key performance metrics develop pricing strategy create marketing presentations liaise with media and advertising collaborate with the sales function monitor industry best practices **Education and Experience** business or marketing-related degree or equivalent professional qualification experience in all aspects of developing and managing marketing strategies **technical marketing skills** proven experience in customer and market research relevant product and industry knowledge digital marketing skills experience with relevant software applications **Key Competencies** excellent written and verbal communication skills collaborative skills formal presentation skills organization and planning strategic and critical thinking skills data analysis and management problem analysis and problem-solving team leadership persuasiveness adaptability creativity judgment and decision-making **What are the top 5 skills you need to be a successful marketing**

manager today? Hiring managers have identified these 5 skills as being core to successful job performance as a marketing manager. collaborative and communication skills - able to engage effectively with all stake holders, enable cross-functional collaboration and successfully manage diverse teams technological and digital marketing skills - contemporary knowledge of digital tools, platforms and channels and a good understanding of technology management critical thinking skills - able to understand situations and problems, identify cause and effect relationships and develop effective strategies analytical skills - agility with analytical tools and the ability to process, analyze and utilize large quantities of data efficiently creativity and innovation - able to develop new concepts and devise unique marketing campaigns

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