

Marketing coordinator - Mauritius

THE OPPORTUNITY	
<p>We are looking for a skilled Marketing Coordinator to drive and implement the channel partner strategy through marketing activities for Indian Ocean Islands, Central, East and West Africa across Small Medium Business and Enterprise product solutions and services.</p>	
Key Skills	<ul style="list-style-type: none"> • Market product solutions by developing and implementing marketing and advertising campaigns. • Create an end-to-end channel partner plan across all products and services. • Develop, implement and analyse the success of effective marketing and Understand value proposition, partner storybook, brand and programs to grow existing partners and drive new partner recruitment. • Effectively reach partners and end users by communicating the value proposition of the Products • Planning digital marketing campaigns, including web, email, social media and display advertising • Increase lead generation which will result in ROI. • Strong creativity and marketing skills, and ability to generate multiple and varied ideas. • Direct Marketing, Market Segmentation, Project Management, Reporting Results, Understanding the Customer, Initiative Planning and Financial Skills • Ability to prioritise and coordinate multiple projects and competing work demands
Experience	<ul style="list-style-type: none"> • Minimum 2+ years proven experience as a marketing coordinator, advertising or similar position. • Solid experience in managing marketing and advertising campaigns preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations. • Experience in setting up and optimizing PPC campaigns on all major search engines. • Coordinate and organise all tradeshow/events arrangements (registration, shipping, promotion). Assist in the development and execution of corporate events. • Outstanding organizational and time-management abilities • Excellent communication and interpersonal skills • Problem-solving and decision-making aptitude • Strong ethics and reliability
Education	<ul style="list-style-type: none"> • High School Qualification • 3 Year Marketing/Communications Diploma or Degree (Min Requirement) • Understanding of online/digital marketing • MS Office Suite (intermediate – essential) • Experience in working on CRM system preferred (Joomla, WordPress or Similar)