

# Marketing Consultant

On behalf of our client, we seek qualified applicants for the role of **Marketing Consultant**. This role will work closely alongside the Directors of the firm with primary responsibility for the direction of the Company's branding and marketing strategy .

## Primary functions include:

- Present the Company's Marketing Proposition and Local Marketing Strategies/Updates/Opportunities
- Develop Public Relation Opportunities and Editorials
- Liaise with all Local and International Media Outlets
- Design and produce periodic Newsletters, Announcements and Special Listing Collateral
- Develop, maintain and periodic reporting on Annual Budget
- Devise, execute and continually evolve Social Media Platform
- Assist management with client relations including communication and schedule coordination efforts on special project requests as/when needed
- Utilize Measurement Indicators to analyze Marketing Successes
- Continually recommend New and Inventive Marketing Ideas and facilitate all Marketing Initiatives / Activities including Event Planning
- Oversight of Photography Library, Uploads and Maintenance
- Facilitate and coordinate local and international advertisements
- Research, Assess and Propose Marketing Strategy across all Business Unit Responsibilities
- Process all marketing related invoices and manage administrative functions as required

## Desired qualifications & required:

- A Bachelor's Degree in Marketing, Business Development or equivalent
- A minimum of five years experience with marketing activities, branding, media relations and familiarity with existing and new marketing channels
- Excellent verbal and written communication skills, with superior attention to detail
- Strong project management skills establishing clear priorities and meeting deadlines
- Ability to work independently, take initiative, pro-actively suggest new, creative ideas
- Proven ability to prioritize and manage multiple projects simultaneously and working well under pressure meeting strict deadlines
- A strong work ethic, commitment to meeting deadlines and the flexibility to work overtime, on weekends and/or public holidays

## Island Employment Partners Ltd.

- Human Resources
- Secondments
- Recruitment
- Immigration
- Payroll
- Advisory

For more information,  
or to confidentially  
apply, please contact:

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Closing date: Friday  
July 6th 2018

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