

## WE'RE HIRING

### MARKETING MANAGER

Digicel is seeking a highly motivated and creative individual who possesses exemplary communication and analytical skills for the position of **Marketing Manager**.

This is a demanding role in a fast-paced and dynamic environment and the successful candidate must demonstrate marketing expertise and the ability to manage and prioritize responsibilities. The Marketing Manager will plan, direct and coordinate the marketing of the organization's products and services.

#### **Primary responsibilities will include (but not limited to):**

- Undertake and review analytical market research to gain valuable insights into consumer behaviors and attitudes
- Develop the marketing strategy to meet an ever-changing market and competitive conditions
- Plan, organize and execute promotional campaigns, product launches and events
- Manage advertising agencies and printers to coordinate promotions, events, marketing materials and other activities
- Identify and coordinate key local sponsorship activities
- Liaise with Group PR to ensure the public image of Digicel is maintained in line with brand objectives
- Work with all necessary departments to implement new pricing, merchandising programs, product promotional introductions, promotional advertising and in-store consumer promotions
- Provide marketing advice and guidance to Senior Management and Business/Commercial Teams to ensure overall marketing effectiveness
- Develop and maintain the annual marketing budget

#### **The successful candidate will possess the following qualifications, skills and experience:**

- Bachelor's Degree with concentration in marketing/communication
- At least five (5) years' proven experience in marketing or related field with at least two (2) years of directly managing people
- Previous experience in the wireless/telecoms is preferred
- Superb organizational skills and a high level of confidence and assertiveness
- Proven track record of delivering objectives on tight deadlines
- Excellent leadership skills
- The ability to work extended hours as necessary

**Interested persons should apply with a cover letter and detailed resume to [hr.recruitment@digicelgroup.com](mailto:hr.recruitment@digicelgroup.com).**

Closing date: **June 23rd, 2022**

