

Marketing & Communications Manager

Job Description

Position: Marketing & Communications Manager

Reports to: Director, Deputy Director

Purpose of the position:

Responsible for managing the company's marketing and communication initiatives. Uses market research and analysis to direct marketing strategy and planning. Oversees the production of all promotional materials and marketing campaigns.

Main Responsibilities:

Marketing

- Prepare marketing & communications annual budget for senior management approval
- Establish marketing goals based on past performance and market forecasts
- Research and analyse market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Approve and oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicate with various media houses, advertising agencies, printers, and other services to help marketing projects come to fruition
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Tracks all marketing and sales data and create detailed written reports and verbal presentations to bring to senior executives
- Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback
- Develop and implement a strategy to increase the number of students (market study, pricing, promotions, satisfaction survey and follow-up)
- Liaise with team leaders of other departments (Language School, Culture, Resource Centre, Translations) to ensure a smooth implementation of the communications plan

Communications

- Advise senior management on the appropriate use of communications, including printing, advertising, media work, etc.
- Conceptualize and develop communications tools, including flyers, brochures, PowerPoint presentations, corporate identity tools (business, cards, letterheads...), notice boards etc.
- Supervise content for emailing to Alliance Française's mailing list (e-news)
- Oversee that the right visuals for advertisement and branding are being used

- Manage the advertising of Alliance Française's services in the media
- Assess effectiveness of communication tools being used and report to the director
- Manage all social media platforms of Alliance Française Accra
- Manage Alliance Française Website.

Partnerships

- Keep an updated contact list of sponsors, suppliers and partners
- Source and secure sponsorship and partnerships.
- Any other duties as assigned by the Director

Education and Experience:

- Bachelor's degree in marketing, business, communications studies , or equivalent
- At least 3 years of experience in communications, advertising and marketing

Key Competencies:

- Excellent written and verbal communications skills
- Ability to work effectively under pressure, to tight deadlines and to juggle with tasks
- Team worker
- Initiative-taker, intuitive and resourceful in solving problems
- Confident, upbeat and enthusiastic
- Strong organizational skills with attention to detail
- Strong negotiation skills
- Excellent computer skills (very good command of MS Office suite). Experience of Photoshop and In-design or Illustrator would be an advantage
- Ability to communicate in French is an advantage.
- Strong public speaking skills.
- Proven record of social media management.

Working Hours: 40 Hours per week.

Mode of application: Kindly send your CV and application letter to admin.assistant@afaccra.com before 17th of April, 2021.