**CECOS - JOB DESCRIPTION**

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| Position Title | Marketing Coordinator |
| Department | Marketing |
| Reporting To | Manager Marketing |

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| **POSITION DESCRIPTION & PURPOSE STATEMENT** |
| CECOS University is looking for a creative and dynamic person to join its marketing department. The  incumbent will be an essential part of the team in coordinating marketing operations and executing  projects. The ideal candidate will have a passion for marketing, developing creative content, extracting  relevant information from data and good at dealing with people. |

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| **Required Qualification, Experience and Skills** | |
| **Qualifications and Skills Required** | Bachelors/ Masters (at least 16 years of education) in relevant field |
| **Minimum Field of**  **Expertise** | At least 1 year of relevant experience |

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| **REQUIRED JOB COMPETENCIES (Technical, Soft Skills & attitude)** | | |
| *S#* | *Competency* | *Criticality (High / Low / Medium)* |
| **1.** | Exceptional writing and presentation skills | High |
| **2.** | Ability to deal with people | High |
| **3.** | MS Office Suit | High |
| **4.** | Basics of photography & video direction | Low |
| **5.** | Frequent travelling. | High |

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| **DUTIES AND RESPONSIBILITIES** |
| * Assist in developing content for campaigns. * Research for new ideas and write ups for various projects (Content for newsletter, preparing draft for press release and outreach communication, drafting briefs for event/seminar, gathering information for Prospectus, scholarships etc.). * Prepare and deliver presentations where required. * Respond to leads and queries from campaigns. * Coordinate events, departmental meetings and outreach schedules within the team and with external stakeholders. * Compile print and other inventory development jobs from various departments and process them to vendors after designing and subsequent approvals as per organization’s standard practice. * Keep track of billings and payments of vendors and stakeholders. * Maintain marketing inventory, merchandise & collaterals. * Represent the organization at various events and expos. * Act as social media host in various campaigns. * Ensure capture of all media during sessions and campaigns. * Liaise with admission team in inducting new scholarships and aids for prospective students. * Maintain scholarships portal, ensure transparency in the processes and disseminate reports to relevant stakeholders. * Ensure all available scholarships & funding is updated on portals and broadcasted through all available channels. * Plan & coordinate online lecture recordings with relevant departments. * Assist the team in various assignments. |
| **Any other** |