**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. Theincumbent will be an essential part of the team in coordinating marketing operations and executingprojects. The ideal candidate will have a passion for marketing, developing creative content, extractingrelevant 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.
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| **Any other** |