



Job Title: Marketing Executive

Department: Marketing

Job Summary

Conceive, lead and implement marketing projects, campaigns, develop partnerships/sponsorships, promote the company's products & services through a variety of channels, events and media, in order to build and maintain brand awareness, affinity and loyalty.

Main Responsibilities

- Lead and implement validated marketing projects.
- Define and implement an appropriate operational plan.
- Maintain existing and develop where necessary new relationships with suppliers of marketing supports promotional products and communication collateral.
- Monitoring and report on the success/challenges of the project.
- Take the lead in monitoring product performance, in defined campaigns and across our product offering, suggesting corrective actions and other ideas where appropriate.
- Closely follow benchmark competitors and gather client/market feedback, with the assistance of the Marketing Analyst.
- Lead brainstorm sessions to generate ideas about new products and services.
- Set campaign goals, aligned with strategic goals and distribution needs, in conjunction with the Manager.
- Execute the campaign in line with re-defined goals with close attention to the details of each phase.
- Monitor and assess the operational aspects of the campaign, to ensure it's being implemented correctly.
- Contribute to the assessment of the campaign and any improvements.
- Keep up to date with marketing and communication trends, benchmarking competitors and sector professionals.
- Review and assess competitor activity, to assist the Marketing Analyst.
- Work on the marketing activation across various internal and external digital platforms.
- Update the company websites, social and intranet platforms systematically and regularly, with enticing content and targeted campaigns/boosts/promotions.
- Work actively on the Marketing Budget, updating various reports and performing administrative duties where required.

- Update the marketing budget schedule regularly.
- Follow the procurement process for department projects, ensuring that the corresponding admin is being done.

Job Requirements

- Degree in Marketing or any additional Marketing or Communication qualifications
- At least 4 years relevant working experience in a similar position
- Ability to work under pressure and tight deadlines
- Good Communication and Organisational skills
- Highly motivated, proactive and dynamic person

Interested candidates are requested to send their CV on recruitment@mua.mu

The company reserves the right to call only the best qualified candidates for the selection exercises.
Applications received after the closing date might not be considered.
The company also reserves the right not to proceed with the vacancies.