

**Job Title: SENIOR PROMOTIONS AND ACTIVATIONS OFFICER****Reports to: MARKETING MANAGER****Department: MARKETING**

**Job Purpose:** The job holder is responsible for supervising and overseeing the creation, planning of marketing events, activations and promotions for MPL products and brands. The job holder ensures that the events and activations revenue target is met through sales to sponsors, exhibitors and participants of such events.

**Main Responsibilities:**

- Develop annual promotions and activations strategy for MPL brands in line with the overall business strategy
- Supervise, manage and sell profitable and high impact, top quality and competitive events for the business.
- Liaising with partners, suppliers and other stakeholders so that all elements for an event are properly booked organized and accounted for.
- Work with Marketing Manager, Commercial Managers, Programs Controller and production Manager to create competitive products that will attract advertisers.
- Work hand in hand with production manager to secure production of quality promotions
- Conduct client visitation and develop ideas for client promotions
- Design promotional calendar to meet the promotions strategy
- Develop ideas for multimedia content for internet and mobile platforms
- Generate and update the client database and annual activities
- Develop mechanics for promotions and implement them to meet MPL and client expectations
- Draw out and implement quarterly promotions target and work plans

**Qualifications and Experience:**

- **Academic:** University Degree in Marketing or any business related field from an accredited institution
- **Professional:** Diploma in professional marketing is an added advantage
- **Experience:** At least 4 years working experience, with experience in designing, managing and evaluating promotions

**Core Competencies:**

- Ability to set priorities and work on multiple projects simultaneously.
- Ability to use main set of Microsoft Office programs
- Results oriented attitude
- High integrity
- Very strong Interpersonal skills
- Strong communication (oral ,written and presentation) skills
- Project management skills
- Assertive, proactive & diligent with commitment to high standards of service delivery.
- Must be a self-starter
- Able to analyze and solve problems and work autonomously in a fast-paced environment.
- Strong negotiating and decision-making skills.
- Digital savvy

If you believe that you are our ideal candidate, please submit your application, detailed CV and academic documents with a daytime telephone number by **October 13, 2017** to: [resourcing@ug.nationmedia.com](mailto:resourcing@ug.nationmedia.com)

**Please note that short listed candidates will be contacted.**

