

## **MARKETING COMMUNICATIONS MANAGER JOB DESCRIPTION**

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The One Hundred Services Marketing Communications Manager must develop, establish and maintain marketing strategies and programs to meet organizational objectives of its online properties EYP.ph and Juice.ph.

### **Responsibilities**

- Conceptualization of Marketing Programs to meet brand, customer support and sales objectives.
- Providing Marketing Services support to Product Management, Sales and Relationship Management Teams.
- Creation and production of Sales support materials such as collaterals
- Manage and coordinate all marketing, advertising and promotional activities
- Conduct market research to determine market requirements for existing and future products
- Analysis of customer research, current market conditions and competitor information
- Monitor, review and report on all marketing activity and results
- Assist in the preparation and management of the marketing budget
- Coordination with media agencies

### **Education and Experience**

- Business or marketing-related degree or equivalent professional qualification
- Experience in all aspects of developing and implementing marketing communications strategies and programs – with a preference for experience in the Services Sectors
- Data analysis and market research
- Knowledge and strong interest in Digital Marketing
- Proficiency in Brand Management