

NATIONAL INSURANCE SCHEME
MARKETING OFFICER JOB DESCRIPTION

JOB TITLE:	Marketing Officer	AGREED TO BY:
REPORTS TO:	General Manager
DIVISION:	General Manager's Unit	APPROVED BY:
DEPARTMENT:	-
SECTION:	Public Relations	DATE EFFECTIVE:

DESCRIPTION

I. POSITION SUMMARY:

The Marketing Officer oversees the company's marketing campaigns both internally and externally and plays a key part in communicating the organization's marketing message.

II. MAJOR DUTIES:

Duties performed by this position include the following:

- Preparing, planning and project managing the publication of all publicity material to maximize brand promotion.
- Creating marketing campaigns and working with the company's external PR agency to see them executed.
- Creating and developing new innovative ways to communicate the company message to their existing customers.
- Contributing to the annual sales and marketing plan.
- Planning and project managing marketing events and evaluating their success.
- Evaluating the effectiveness of all marketing activity.

- Developing and implementing an internal marketing programme.
- Supporting the marketing manager in day to day marketing activities.
- Planning, developing and delivering campaigns as agreed within timescales.

III. SUPERVISORY RESPONSIBILITIES:

A. **DIRECT SUPERVISION:** **This position directly supervises the following positions:**

Public Relations Assistant

Customer Relations Officer

Stenographer

B. **INDIRECT SUPERVISION:** **This position indirectly supervises nil people.**

IV. SKILL REQUIREMENTS:

- Excellent spoken and written communication skills
- Strong interpersonal and customer service skills.
- Good organizational and planning skills.
- Ability to create and develop product and pricing strategies, balancing firm objectives.
- Ability to optimize the product and price strategy and portfolio in line with the overall strategy.
- Ability to create, manage and coordinate marketing activities and policies to promote products, working with advertising and other types of managers.
- Ability to lead and motivate a team.
- Ability to analyze, observe and monitor market trends.
- Ability to understand customer needs and desires.

V. CONDITIONS OF WORK:

Work is mostly done indoors. It may occur outdoors on rare occasions. Often share office space with other workers.

VI. WORK ENVIRONMENT:

Interpersonal Relationships

- Have a very high level of job-required social interaction. They frequently talk to customers and coworkers.
- Regularly work as part of a team.
- Communicate by a variety of means. They use telephone, e-mail, face-to-face talks, letters, and memos on a daily basis.
- Responsible for the results of work done by others.
- Occasionally is placed in conflict situations.

Work Performance

- Must be sure that the job is done exactly. Errors could harm the company's reputation or cost them money.
- Make decisions that affect their employer's reputation on a daily basis. Many agencies use word-of-mouth to attract new clients.
- Make decisions that affect staff and clients on a daily basis.
- Set their tasks and goals for the day independently, without consulting anyone first.
- Work in a competitive atmosphere. They must meet strict daily deadlines.
- May repeat the same work activities, especially tasks that involve a computer.

VII. BACKGROUND

The minimum background requirement of candidates for this position in the context of the National Insurance Scheme's situation is:

- a) MINIMUM EDUCATION:** Degree in Marketing/Business Management/Public Communication or related field.
Must be Computer literate

- b) MINIMUM EXPERIENCE:** Three (3) years.