

Marketing Executive - Marketing Management

Job Title	Marketing Executive	
Division	Support Services Division	
Department	Marketing Services Department	
Section	Marketing Management	
Location	SMSA Support Services	Direct Reports
Reports To	Marketing Manager	
External Relations		
Internal Relations	All departments	

Basic Function

Planning, developing, and coordinating the implementation of promotional programs in support of marketing plan and corporate goals. Fully understand, drive and promote SMSA vision, culture and values.

KEY Responsibilities

Core

- Insure that approved design as per SMSA branding guideline logos.
- Develop MKT plan activity and get approval.
- Follow up with supplier for final output the request items.
- Coordinate for installation for both and Exhibitions.
- Facilitate designing flyers, sales banners, business cards, and others marketing materials by coordinating with related departments and personals.
- Propose design alternative for final approval.
- Lead the execution of MARKET research as well as mystery shopper exercises.
- Analyze and develop recommendations for marketing opportunities and problems.
- Utilize optimization techniques for customer value enhancement and marketing continuous improvement.
- Ensure all locally-developed creative marketing materials undergo brand review and adhere to strict brand guidelines.
- Perform other assignments as required.
- Manage all company's Social Media Accounts.
- Manage company's internal communication channels.
- Manage company's surveys.
- Develop or write contents for SMSA Advertisements and Posts.
- Develop new ideas by researching and analyzing marketing.

General

- Overseen various MKT team activity to ensure implementation as per MKT plan.

EHS

- Understand and adhere to the company's environmental and safety policies.
- Regularly attend safety training and awareness sessions.
- Always use personal protective equipment (PPE) where required.
- Immediately report any environmental or safety concerns.
- Actively participate in emergency drills and respond as trained.
- Be aware and comply with all legal requirements related to environmental health and safety.
- Encourage colleagues to adopt safe and environmentally friendly practices.

Competencies - Professional and Technical

Behavioral Competencies

Analytical Thinking	Level 3
Communication	Level 3
Continuous Learning	Level 3

Technical Competencies

Marketing and Digital Marketing Knowledge	Intermediate
MS Office (Excel, Word, PowerPoint, Visio, Outlook) Knowledge	Intermediate

Competencies – EHS

- Knowledge of basic environment health and safety requirements
- EHS corporate objectives awareness
- Awareness of EHS requirements in the QEHS management systems
- Have attended EHS awareness training (if applicable)
- Awareness of Environment Health Safety incident reporting

Organizational Competencies

Intermediate

*Refer the Organizational Competencies Dictionary in GUIDE (Doc# 6244)

Decision Making

Key Performance Indicators (KPIs)

Abide by the goal setting forms (Individual KPI'S) of the current financial year

Qualification : Education and Experience

Bachelor's Degree (Preferred specialization in their field of work). (Those in finance/ accounting jobs must be a CPA or equivalent. & or Any specialized positions like Pharmacist, Brand Advisor etc. must have degree in their specific field), Post graduate degree an advantage. At least four (4) years of relevant work experience, 2 years of which should be in Supervisory capacity, preferably in the same industry.

or

Diploma, certificate courses with over 4 years industry experience of which at least 2 years has been in Level-05 position

or

Diploma, certificate courses with over 5 years industry experience of which at least 2 years has been in Level-04 position

*Note: Industry Experience wherever its applicable

Date Of Release

Prepared By:	Reviewed by:	Approved by:	Endorsed by:
Updated by:	Date:	Approved by:	Date:

Employee Name:

I hereby confirm my utmost commitment in fulfilling all the requirements including above and any amendment to this document.

Management reserves the right to amend the Job description at any time without prior notice.

Signature:

Date: