



OYINS RESORT: A SUBSIDIARY OF OYINSINTERNATIONAL

OLD EPE GARAGE, IJEBU ODE OGUN STATE NIGERIA

ADMINISTRATIVE STAFF MEMBERS

Additional Roles

Marketing Officer

Summary:

As a Marketing Officer, you will be responsible for developing and implementing marketing strategies to promote our products/services and enhance brand awareness. You will work closely with the marketing team to execute campaigns, analyze market trends, and identify opportunities for growth. The role requires creativity, analytical skills, and a strong understanding of digital marketing platforms.

Responsibilities:

1. Develop and execute marketing campaigns to promote products/services.
2. Create engaging content for various marketing channels, including social media, email newsletters, and websites.
3. Conduct market research to identify trends, customer preferences, and competitive analysis.
4. Collaborate with internal teams to create marketing materials, such as brochures, presentations, and advertisements.

5. Monitor and analyze campaign performance metrics to optimize marketing efforts and achieve KPIs.
6. Manage social media accounts and engage with followers to build brand loyalty and increase visibility.
7. Coordinate events, trade shows, and other promotional activities to enhance brand presence.
8. Stay updated on industry trends and emerging technologies to recommend innovative marketing strategies.
9. Collaborate with external agencies and vendors to execute marketing initiatives within budget and timeline constraints.
10. Assist in developing marketing budgets and tracking expenses to ensure cost-effectiveness.

Qualifications:

1. Bachelor's degree in Marketing, Business Administration, or related field. (Master's degree added advantage)
2. Proven experience in marketing roles, preferably in a similar industry.
3. Strong understanding of digital marketing platforms, including social media, email marketing, and content management systems.
4. Excellent communication and interpersonal skills.
5. Creative thinking and problem-solving abilities.
6. Analytical mindset with the ability to interpret data and make strategic recommendations.
7. Proficiency in marketing tools and software, such as Google Analytics, Adobe Creative Suite, and CRM systems.
8. Ability to manage multiple projects simultaneously and prioritize tasks effectively.
9. Strong attention to detail and organizational skills.

10. Team player with the ability to work collaboratively across departments.

Benefits:

Competitive salary and benefits package. Opportunity to work in a dynamic and fast-paced environment. Career development opportunities within a growing hospitality company. Discounted hotel stays and access to hotel amenities. The chance to make a positive impact on the guest experience. If you are a highly motivated and customer-oriented individual with a passion for hospitality, we encourage you to apply!

To Apply:

Please send your resume and cover letter to [hr@oyinsinternational.com] We look forward to hearing from you!