

3rd floor, Tancot House,
Edward Sokoine Drive,
P.O. BOX 79614,
Dar Es Salaam, Tanzania.



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Cell #; +255(0)683162556,
Web: www.xfrey.co.tz,
Email: info@xfrey.co.tz,

Marketing begins with people, so we are looking for a customer-centric marketing professional to join our thriving department. The ideal candidate will have experience in outbound or inbound marketing activities, as well as a creative mindset for helping us remain fresh and competitive.

Xfrey Global Co. Limited will rely on this person's ability to collaborate with a team of thinkers and doers, managing multiple tasks simultaneously. The marketing professional will be expected to prepare and present ideas and deliverables on a regular basis, and to research market trends and industry data so that the company remains on the cutting edge.

Objective of this role.

- Support marketing Team in delivering effective programs that achieve company and client objectives
- Assist with initiatives that drive brand awareness, trial, and distribution, including day-to-day execution of marketing campaigns, promotions, and sales support
- Support the development of sales and marketing materials, adapting scopes, timelines, and deliverables for maximum benefit
- Build skill set and engage in ongoing education for the company

Responsibilities

- Build brand awareness through various media outlets
- Plan sales and advertising campaigns
- Collect and analyze market research data
- Identify potential markets and test them extensively
- Work within various multimedia outlets to promote a product
- Design and oversee ad layouts
- Decide which media format (print, television, radio, web, billboard) best suits the assignment
- Present projects to clients and work with them to strategize and improve the material according to their needs
- Work within a team to collaboratively create an ad campaign
- Keep track of and balance budgets
- Establish beneficial pricing strategies

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- Negotiate advertising contracts

Required Skills

- Two or more years of experience in marketing, sales, or advertising
- Hands-on experience in developing campaigns and promotions
- Proven success in a fast-paced environment, working both individually and as a team member
- Exceptional communication and presentation skills
- Strong attention to deadlines and budgetary guidelines

Preferred Skills and Qualifications

- Diploma (or equivalent) in Sales, marketing, business, or related field
- Any professional certification (ex: Professional Certified Marketer)
- Experience in content development
- Experience with relevant markets and trends
- Established media contacts

Application mode

- All applications should be addressed to,

Manager, Xfrey, P.O Box 79614, Dar Es Salaam,

NOTE: All applications should be sent via email ajira@xfrey.co.tz before 0000,
20/09/2024