

## Job Description

<b>Job title</b>	Marketing Executive	<b>Job category</b>	
<b>Work station</b>	Wild Jordan	<b>Unit/Section/ Division</b>	Marketing/ Communications Wild Jordan
<b>Line Manager</b>	Head of Marketing	<b>Management responsibility</b>	

### Main Role

To assist in developing and executing RSCN's marketing and work plans that goes in line with its mission, objectives and brand guidelines, in order to create a strong presence for its causes in the Jordanian market as well as trying to open new regional and international markets, while supporting Wild Jordan's other marketing efforts when possible.

The Marketing Executive will be a critical member of the Marketing team, reporting to the Head of Marketing.

### Main Duties and Tasks

- Play a major role in creating marketing plans geared toward end users for each of RSCN sites and products, in line with strategy, targets and budget.
- Work with the in-house designers to produce materials of visual impact and within brand guidelines.
- Arrange for the effective distribution of marketing materials.
- Liaise and network with RSCN stakeholders, e.g. customers, partners and suppliers.
- Communicate with target audiences and manage customer relationships.
- Copy write for each product and site, reflecting key messages, features and benefits.
- Plan, organize, and execute marketing support activities such as product launches and exhibitions.
- Perform market research to assess viability of potential new products and activities.
- Prepare and execute innovative and cost-effective seasonal campaigns and promotions and measure their success.
- Conduct annual market research and survey for RSCN sites and products.
- Monitor competitor activity.
- Work with other team members, understand their needs and organize for their deliverables accordingly.
- Develop and implement proposals and presentations.
- Assist in preparing the annual work plans and work on executing the deliverables in the most efficient way.
- Be up to date with the latest media trends and tools and always inform the rest of the team of these updates.
- Create an archive of previous produced materials and pictures and arrange for photo shoots.
- Participate in promoting the philosophy and corporate image of RSCN within and outside the organization.
- Participate in general staff meetings, workshops and brainstorm sessions when requested to do so.
- Any other duties that may be required of the position.

### Additional duties and Challenges

- Contribute generally to team work within the division and maintain a good, positive and diplomatic attitude to all RSCN staff, clients and any other people with whom you communicate.

### Job profile/knowledge and tasks/ qualifications

- Bachelor's degree in marketing, communications, advertising or equivalent field, as well as two to three years of work experience.
- Environmentally conscious.
- Strong interpersonal and communication skills and have experience in presenting effective proposals and presentations.

- Able to anticipate needs and be pro-active, flexible, and have a sense of urgency.
- Strong attention to details, excellent organizational skills and follow through.
- A self-starter, working with creative teams to spearhead projects.
- Excellent command in both written and conversational English.
- Ability to copy-write materials in Arabic and English.
- Efficiency in handling work pressure, while maintaining excellent team spirit.
- Ability to work and build good relationships with individuals from diverse backgrounds.
- Prepared to travel to local and international destinations, and stay overnight when required.

**Approved by:**

Employee Name: .....signature  
Division Acting Director: Nasr Tamimi .....signature  
Date of the approval.....