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| **[Marketing Communications Senior Specialist]** |
| As a member of Holcim Group, the world’s global leader in innovative and sustainable building materials, Lafarge Egypt is reinventing the way the world builds. Supported by a strong team spread all over Egypt to shaping a greener, smarter and healthier world.  As we continue to look for more sustainable ways to build, we need world-class talent to join our team. People who are **passionate** about sustainability, driven by **curiosity** and keen to **grow**, **learn, develop** and **thrive** in our high-performance culture. |

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| **The opportunity at a glance** |
| * Promote the company’s products and services to existing and prospective customers through strategic use of graphics, logos, and other promotional products. * Responsible for planning and managing the expenditures of the company’s marketing communication activities budget. * Assist in developing the marketing communication plan to grow the pie & maximize profit. * Identify and build long-term relationships with target audiences to increase the brand equity. * Generate the best value propositions to customers to maximize Lafarge profit in a sustainable way. * Assist in identifying the objectives & VP, development of the annual marketing plan & its implementation to improve brand KPI’s & ensure EBITDA returns.. |

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| **Your responsibilities** |
| ***Key Accountabilities:*** *(Focusing more on results rather than tasks list)*  **1-Health & Safety:**  Adhere to and enforce relevant legislation and policies and ensure that highest degree of safety and safe working practices are maintained.  **2-Functional:**   * Manage end to end development and brand building campaigns including ATL, BTL, Digital, etc. * Assist in marketing plan preparation, including budget and short and long-term communication strategy. * Advertising company’s products and services on media, especially social networks. * Coordinating for the design of promotional material including New Year gift set and giveaways and distributing it via online and offline channels to aid company’s sales and marketing programs. * Manage and develop the company B2B & B2C E-Commerce channels. * Create and implement strategies that increase the online transactions. * Networking with potential clients and industry experts for increasing brand awareness. * Gathering customer feedback for informing product and sales teams (market research). * Monitoring social media pages and corporate website, and also addressing clients’ queries. * Spot new marketing opportunities for company and carry out marketing initiatives. * Ensure effective monitoring and maintenance of company’s marketing communication budget. * Tracking ROI for measuring the effectiveness of marketing communication campaigns. * Create relevant reports on marketing communication projects. |

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| **Your experience** |

***Knowledge, Skills & experience:***

**Educational background:**

Bachelor degree of marketing, business administration/ mass communications/ journalism.

**Experience:**

* From 2 to 3 years of experience in a marketing communication or advertising field.
* Digital and social media experience.
* B2C & B2B marketing experience.
* Business development experience.
* Market research experience is a plus.

**Skills:**

*- Ability of managing multiple projects simultaneously.*

*- Excellent analytical and problem-solving skills.*

*- Strong communication and presentation skills.*

*- Innovative decision making.*

*- Creative mind-set.*

*- Detail-oriented.*

***Language skills:***

* Fluent Written and Spoken Arabic

Fluent Written and Spoken English

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| **Our offer** |
| While you help us deliver world-class construction solutions, we promise to help you grow in a dynamic working environment that offers attractive working conditions and encourages personal and professional development.  Do you have the drive, the skills, and the passion to join us?  Apply now at ([Careers-eg@lafargeholcim.com](mailto:Careers-eg@lafargeholcim.com))  Mentioning the Job Title in the subject line. |