
Position Title : Marketing & Communication Specialist **Reporting to:** Marketing Manager

Part 1 – Job Overview

Responsible for the production of a variety of communications and media materials in both English and Arabic that support Al Badia's strategic goals, and to design & execution marketing communications plans in support of these goals. Moreover; M&C specialist will be in-charge in consolidate Al Badia's corporate image and manage the company's visual identity.

Part 2 – Main Duties & Responsibilities

- To participate in developing and coordinate the delivery of the Marketing and Communications strategy.
- To undertake all aspects of press work, media relations and online communications activities on the corporate website.
- To coordinate internal communications through a variety of media methods
- Research, write, and produce annual reports and quarterly industry updates.
- Write, edit, and publish web-based communications.
- Managing marketing budget for the company's events
- Undertake work on the creation of brochures, flyers, emails and letters
- Undertaking all advertising and promotion tasks.
- Responding to marketing enquiries
- Manage all corporate identity procedures & production affairs
- Media clipping and strong support to all market/marketing research affairs
- Handle all company's press releases and ads
- Initiate, develop and maintain good working relationships with media reporters, editors, and producers
- Organize and manage the photo/video databases
- developing strong working relationships with the local, national and specialist media;

Part 3 – Work Location

Damascus – Head Office / Abo – Al Shamat Plant.

Part 4 – Personal Specifications

- Education:**
- ❖ University degree in related field
 - ❖ MBA is a plus
- Experience:** At least 3 years relevant experience
- Knowledge, Skills, and Abilities:**
- ❖ Knowledge in marketing and communications concepts
 - ❖ Creative
 - ❖ Dynamic and active personality
 - ❖ Networker
 - ❖ Excellent English & Computer MS Office skills
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Marketing & Communication Specialist *Signature*

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Date