

**Position:**

Marketing & Business Development Officer

**Location:**

Islamabad

**Category:**

Sales/Marketing

**No of positions:**

Two

**Description:**

- Assist with the design, implementation and management of the Marketing & Business Development activities of the commercial arm of the Group
- Assist with the development of strategic and tactical plans for business development, income generation and brand-awareness
- Raise the organization's media profile in the region by defining and managing a communication strategy
- Assist with managing the entire product line life cycle from strategic planning to tactical activities
- Conduct market research in order to identify market requirements for current and future services related to our industry
- Develop, implement and manage the company's marketing, Sales and public relations plans and maximize our company's services promotion
- Create effective marketing campaigns and collaborate with the company's external public relations agency to develop product branding
- Plan and manage marketing events and activities and evaluate their effectiveness
- Support senior management with the company's day-to-day marketing activities;

**Qualifications:**

- BBA, with an emphasis on Marketing
- Very innovative and has an acute awareness and understanding of current business and commercial practices
- At least three years of experience in a similar position
- The ability to build and maintain business networks
- Results oriented with the ability to think "out of the box"
- Excellent communication and interpersonal skills.

Preferably with self-transport facility.

Send your C.V's along with your experience details at [hr@vigo-consulting.com](mailto:hr@vigo-consulting.com)

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