



DROPUG WEB, DESIGN & TECHNOLOGIES

Plot 27, Upper Bazaar Street, Tororo (UG). hello@dropug.com

Job Title: Marketing And Sales Officer

Application Deadline: 7th June, 2024

Vacancies: [Central Uganda:] = 2 [Eastern Uganda:] = 1

DROPUG in brief:

We believe that every Company, organization and individual deserves their rightful share of the internet. A professional online home! A web page in the company colors, a few photos on social and an email isn't enough to pull it off. That is why we have dedicated ourselves to offer you the professional touch to help double your leads and have the right eyes turn your way through our expertise in:

- Website design and development
- Graphic design
- Social Media Management
- IT Consultancy

Marketing & Sales Officer Job Description

The marketing and sales officer will play a crucial role in developing and implementing marketing strategies to promote DROPUG's services such as being responsible for creating and executing marketing campaigns, conducting market research, analyzing consumer behavior, and driving brand awareness. This person will work closely with the marketing team, as well as other departments such as the design and branding department, to ensure cohesive and effective marketing efforts.

Job brief

We are looking for a passionate Marketing and sales Officer to plan and oversee our marketing activities and campaigns. This person will be the one to ensure that all marketing operations are successful in meeting the goals set by the team.

Enthusiasm for all things marketing and great knowledge of relevant techniques and principles are some of the key expected attributes of this person. The ideal candidate must also be an excellent communicator and must have experience in managing different marketing ventures.

Marketing & Sales Officer Responsibilities

1. To develop and implement comprehensive marketing and sales strategies to promote and sales DROPUG's services.
2. To conduct market research to identify target markets, customer preferences, and industry trends, and use the findings to refine marketing strategies.
3. To develop and sustain long-lasting relationships with customers.
4. Calling potential customers to explain company products and encourage purchases.
5. Preparing cost-benefit analyses for prospective and existing customers to determine the most suitable purchase options.
6. Analyzing competitors' products to determine product features, benefits, shortfalls, and market success.
7. Collaborate with the creative team to develop compelling marketing materials, including website content, brochures, videos, and social media posts.
8. Coordinate and attend promotional events, trade shows, and exhibitions to represent the company and promote its products or services.
9. Stay updated on the latest marketing trends, tools, and techniques, and continuously seek opportunities for innovation and improvement.
10. Prepare reports and presentations to communicate marketing strategies, performance, and recommendations to the management team.

Marketing & Sales Officer Required Skills

- Strong analytical and strategic thinking abilities, with the ability to interpret data and market research to drive effective marketing strategies.
- Excellent written and verbal communication skills, with the ability to create persuasive and engaging marketing materials.
- Proficiency in digital marketing tools and platforms, such as Google Analytics, social media management tools, and email marketing software.
- Experience in managing social media platforms and developing social media campaigns.
- Solid project management skills, with the ability to prioritize tasks, meet deadlines, and work effectively under pressure.
- Creativity and innovation, with the ability to think outside the box and develop unique marketing ideas.
- Strong attention to detail and organizational skills, with the ability to multitask and manage multiple marketing and sales campaigns simultaneously.
- Collaborative and team-oriented mindset, with the ability to work effectively with cross-functional teams.
- Strong interpersonal skills, with the ability to build and maintain relationships with internal and external stakeholders.
- Knowledge of market research methodologies and techniques.

Required Qualifications

1. Proven experience of 2 years + in a marketing and or sales role, preferably in a similar industry.

2. Strong understanding of market research methodologies and data analysis.
3. Familiarity with digital marketing trends and best practices.
4. Excellent knowledge in digital marketing platforms and a good social media following will be a big addition.
5. Excellent computer skills, including knowledge of Microsoft Office Suite. Graphic design skills could be an additional advantage.
6. Strong portfolio of successful marketing and sales campaigns and materials.
7. Professional certification in marketing or related field is a plus.
8. Excellent written and verbal communication skills in English.
9. Bachelor's degree in marketing, business administration, or a related field will be an additional advantage however, according to our culture, we believe in talent and ability to execute tasks and bring results!

What We Offer:

- Competitive salary, allowances and sales commissions.
- Opportunity to work with a talented and creative team
- Professional development and training opportunities
- Flexible working hours and remote work options.

Job Type:

This job is 90% remote, full-time and aligns to our work culture that focusses on productivity and results with 100% attendance of all general and departmental meetings.

How to apply:

Interested candidates are required to first follow all our social media platforms and send their applications, CVs, academic papers and portfolios in one PDF, hello@dropug.com.

For further inquiries Call: +256780190933

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