



WE ARE HIRING

Our client is offering an exciting employment opportunity for **MARKETING EXECUTIVE**.

Role Overview

The Marketing Executive will be responsible for developing, implementing, and executing marketing strategies and campaigns to promote the company's products and services, attract new customers, and enhance brand awareness. The role involves both strategic planning and hands-on execution of marketing activities.

Key Responsibilities:

1. Marketing Strategy & Planning

- Support in developing and executing the annual marketing plan in line with company objectives.
- Conduct market research to identify new opportunities, customer preferences, and emerging trends.
- Contribute ideas for promotional activities and new product launches.

2. Brand Management

- Maintain brand consistency across all marketing and communication channels.
- Assist in developing creative content for advertising, brochures, social media, and digital campaigns.
- Manage and update the company's website and social media pages.

3. Campaign Execution & Analysis

- Plan and execute marketing campaigns (digital, print, outdoor, events, etc.) to achieve sales targets.
- Monitor and analyze the effectiveness of campaigns using key performance indicators (KPIs).
- Prepare marketing performance reports and recommend improvements.

4. Customer & Market Engagement

- Organize and coordinate marketing events, exhibitions, and trade shows.
- Work closely with sales teams to generate leads and support customer engagement initiatives.
- Build relationships with media houses, agencies, and vendors.

5. Budget & Compliance

- Assist in managing marketing budgets and ensuring cost efficiency.
- Ensure all marketing materials and activities comply with company policies and regulatory requirements.



Qualifications, Skills, and Experience:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- 2–4 years of experience in marketing, preferably in FMCG, manufacturing, or service industry.
- Strong understanding of marketing principles, branding, and digital marketing.
- Excellent written and verbal communication skills.
- Proficiency in MS Office, Canva/Adobe Suite, and social media management tools.
- Creative thinker with strong analytical and organizational skills.
- Ability to work independently and as part of a team in a fast-paced environment.

Key Competencies:

- Strategic thinking and innovation
- Attention to detail
- Strong interpersonal and negotiation skills
- Time management and multitasking ability
- Results-oriented and proactive

DO YOU HAVE WHAT IT TAKES?

Here is how to apply: -

All interested candidates should send copies of their updated **CVs** with two referees to; **application@jobconnect.co.ug** not later than 7th November 2025, at 4:00 p.m. Please note that due to the high level of applications, only successful candidates will be contacted.