**JOB DESCRIPTION AND SPECIFICATION**

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| Marketing Officer-Commercial Centers | |
| Reporting to | MCH Specialty Manager |
| Place of work | MCH Center |
| Job Grade | 9 |
| Category | Non-Clinical |
| Code | TBD |

**JOB SUMMARY**

Working with and reporting to the MCH Specialty Manager, **Marketing Officer-Commercial Centers** is responsible to develop the image and profitability of MSI Ethiopia Center in the Ethiopia market, in accordance with global and local objectives, through planning, budgeting, and implementing relevant marketing activities.

We are looking for a passionate **Marketing Officer** to plan and oversee the organization’s marketing activities and campaigns. Under the assigned centers cluster, the incumbent will be the one to ensure that all marketing operations are successfully meeting the goals set by MSI Ethiopia Commercial Services Department.

A successful Marketing officer must have great enthusiasm for all things marketing and great knowledge of relevant techniques ,and principles and required to have a proven track record in the execution and monitoring of marketing plans. The ideal candidate will also be an excellent communicator and will have experience in managing different marketing ventures.

**Roles and Responsibilities**

* Under his/ her centers cluster, plans and organizes and leads marketing activities or events to raise brand awareness and to promote MSI Centers Services.
* At least quarterly plan, execute, and monitor local/ center level demand generation activities such as Megaphone promotion, roadshow, community conversation/coffee ceremony, Sinicization workshop, working with higher education institution youth forums.
* Ensure the implantation of different marketing campaigns of the organizations at Center levels and track the impact of the campaigns for decision making.
* Liaise with stakeholders, referral partners and vendors to promote success of activities and enhance the company’s presence.
* Ensure to maintain branding consistency of MSI center per the branding guideline of the organization.
* Take leadership in leading center level demand generation activities on regular base with social media per branding policy of the organization.
* Actively co-supervise with center manager the day-to-day performance of center promoters, provide required technical support to center promotes and referral partners under his/her cluster
* Actively track the day-to-day referral performance of center promoters and referral partners ensure to building strong referral partnership with RPs,
* Compile weekly and monthly referral performance data of center promoters for payroll processing
* Weekly monitoring and follow up performance of center promoters, provide all needed technical support, support and advise the center manager in center promoters performance management and appraisal
* Prepare contents, get branding approval from supervisor for the publication of marketing material and oversee distribution.
* Conduct market research to identify opportunities for promotion and growth.
* Work and collaborate with MCH/BemONC/SRH Center managers and CSMs in preparing budgets and monitoring expenses.
* Mapping new Community Based mobilizers [CBMs] and new referral partners and capacitate and engage them for community-based awareness creation and Center services promotions and client referral.
* Work with all stakeholders, referral partners, and different originations to promote MSI Ethiopia Centers Services and creating partnerships for possibilities of credit based medical services.
* Develop and communicate strong brand messages reinforced through media stories, award success and internal story telling.
* Under his /her center cluster executes a fully integrated brand marketing communications plan supporting overall brand strategy.
* Ensure marketing communications plan for the brand includes internal and external customers through strong stakeholder planning.
* Be responsible for selecting, managing, and maintaining good working relationship with 3rd party suppliers as necessary.
* Under his/her center cluster plan and implement current and future operational marketing plans in accordance with agreed budget, and guidelines from Center Managers and CSMs these to all relevant departments and business units (Area Program Offices BemONC/SRH Centers, Operations, Training & Clinical Services department) to obtain highest benefit from the marketing plans, internally and externally.
* At center cluster level plan and monitor the Advertising and Promotion (A&P) budget and spends on promotion of center services to maximize centers profitability.
* Develop ideas and work with the Area Program offices, BemONC/SRH centers managers to ensure Centers Sustainability/Profitability and develop plans where necessary.
* In cluster base define the communications & media strategy, brief agencies, and follow up the implementation. Analyze the results of the strategy and report results to appropriate parties.
* Under his/ her cluster manage and maintain stock levels of marketing & promotional materials at an appropriate level. Place orders and alert Center Mangers to over or under stock exposures.
* By working with Area Program Managers promote and ensure business development of MSI Ethiopia Continues Professional Development [ CPD] Centers in the catchment areas.
* Perform other duties as required by the nature of the position or as requested by Supervisor.

**1. Required Qualification**:

1. BSc/BA in marketing, business administration, communication, or relevant field

**2. Experience**

• Minimum 5 years of direct experience in the relevant sector/field.

**3. Skills required, Attitudes and Attributes**

* Proven experience as marketing officer or similar role
* Solid knowledge of marketing techniques and principles
* Good understanding of market research techniques, statistical and data analysis methods
* Excellent knowledge of MS Office and marketing software
* Thorough understanding of social media and web analytics
* Excellent organizational and multi-tasking skills
* Outstanding communication and interpersonal abilities
* Creativity and commercial awareness
* A team player with a customer-oriented approach
* Pro-Choice