



Marketing Specialist

JOB RESPONSIBILITIES:

- Ensure that all marketing activities are aligned with corporate brand identity and strategy, that the brand philosophy is reflected in all the activities of the company, and that brand guidelines and standards are duly followed.
- Coordinate the development of traditional and digital creative content, including marketing collateral, audio and video materials, advertising copies and marketing texts, etc.
- Manage corporate online resources (website, social media) and promote FINCA and its services through digital media.
- Plan, implement, and analyze traditional and digital marketing and communication campaigns, coordinate PR campaigns and activities, prepare PR materials.
- Oversee the distribution of BTL (below-the-line) materials through internal and external outlets; ensure their availability, up-to-datedness, consistency, and compliance with the brand strategy and corporate goals.
- Conduct online and offline media monitoring and analysis, help to convert the findings into strategies and plans.
- Ensure the compliance of corporate communication to all legal, regulatory, and other requirements applicable to FINCA operations.
- Support the Head of Marketing Department in development and execution of marketing strategies and plans.
- Follow market trends and developments to discover new opportunities and propose innovative ways to promote the company across its existing audience and beyond.
- Perform other tasks as needed.

REQUIRED QUALIFICATIONS:

- University degree in Business, Marketing, Advertising, PR, Communications, or other related field; MBA degree is a plus.
- Relevant marketing experience is required.
- Excellent command of Armenian and English, good knowledge of Russian; excellent writing skills will be an asset.
- Knowledge of digital marketing and web analytics principles, tools, and techniques; experience in running digital campaigns is highly desirable.
- Good understanding of creative production process; experience in working with printing houses, and media will be a plus.
- Proficiency in office software (MS Word, Excel, PowerPoint, Outlook); familiarity with graphic software is a plus.
- Strong analytic and critical thinking skills, attention to detail and accuracy.
- Creativity and initiative.
- Excellent interpersonal and communication skills.
- Ability to prioritize, multitask, and work independently.

APPLICATION PROCEDURES: If you meet the requirements above and are interested in the position announced, please e-mail your detailed CV to FINCA at: hr@finca.am. Please specify the subject line of your email as “**Marketing Specialist** - Name Surname”. Early applications are welcome.

APPLICATION DEADLINE: July 11, 2017