

Aviva Industries – Marketing Executive Role

Company Profile

Aviva Industries Nigeria was incorporated in October 2006, specializing in the production of stationary products and exercise books to serve the demand requirements for domestic education. Commonly known for its transparent and trustworthy reputation, Aviva Industries has developed a vast network of regional wholesalers and retailers across Nigeria, positioning itself as one of the segments leading manufacturers.

Corporate Culture

We always focus on growing our operations organically and extend a similar belief when expanding our team. At Aviva Industries Nigeria we provide our employees with a Performance-based Growth Package that extends to the level of perks an employee can be rewarded provided specific benchmarks are achieved. More importantly, we believe that finding the perfect cultural fit for our organization has led to better performance for the company and its employees.

Job Brief

We are currently looking for a talented **Marketing Executive** to undertake marketing projects for the benefit of the Company. You will develop creative campaigns, create digital content and organize promotional events to enhance our brand awareness.

The candidate must be capable of employing a variety of techniques and methods to promote our products, services and public image. The primary goal is to reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate continuous growth.

Responsibilities

- Conceive and develop efficient and intuitive marketing strategies
- Create and manage a digital presence on social media platforms
- Conduct market research and analysis to evaluate trends, brand awareness and competitive ventures
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
- Monitor progress of campaigns using various metrics and submit reports of performance
- Write copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Collaborate with managers in preparing budgets and monitoring expenses

Skills & Requirements

- Proven experience as **marketing executive** or similar role
- Good understanding of market research technique's, data analysis and statistical methods
- Proficient in MS Office and Google for Business
- Familiarity with social media and web analytics (e.g. Google Analytics)
- BSc/BA in marketing, business administration or relevant discipline
- Candidates must have attention to detail with the ability to read, write and speak **English**. Ability to do so in other local languages (Yoruba, Hausa, and Igbo) is preferred.

Additional Skills

The candidate shall receive a higher salary package **(to be discussed)** should he/she possess any of the following:

- Ability to conduct website maintenance (HTML5 and Java-script or C++)
- Utilize Adobe Photoshop to creative designs (logo's, brochures, banners, covers)

Benefits

- Performance-based Salary Package that extends to rewards (bonus)
- Expose yourself to the print, packaging and pulp and paper industry in Nigeria and the rest of Africa
- Travel around Africa with the strategy team to conduct market research and evaluate market expansion

Salary

Aviva Industries Nigeria is willing to compensate our Marketing Executive with a **Gross Salary of NGN 80,000.00 per month.**

Work Location

Your place of work will be located at Aviva Industries Headquarters. **The official address:** Plot 14, Aminu Jinadu Close, Off Jimoh Oduola Street, Surulere, Lagos, Nigeria.

Working Hours

You will be expected to work from Monday to Friday (except public holidays) from **08:30AM – 18:00PM.**

**The Employee shall however, work such hours as necessary for proper performance of his/her duties.*

Recruitment and Selection Process

1. After submission of your CV/resume, our recruitment department will shortlist the candidates that have the necessary proficiency to carry out the tasks required for this role.
2. Should you be shortlisted, our recruitment team will contact you via email/phone call.
3. After contact, you will be given a series of tasks to complete to test your creativity, proficiency and ability to work under pressure.
4. Should you pass the required benchmarks, you will then be called in for an Interview with your line manager.
5. You will receive notice of your employment within a week of your interview.