

# Nasser Centre for Science and Technology

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## Marketing Manager

### Description

#### Primary Responsibilities:

- Be part of Research and Development (R&D) and processes to meet the needs of our AI strategy.
- Establish positioning, identify potential new markets, and develop marketing plans with specific objectives across different channels and segments.
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Create pricing strategies that maximize gains and market share while considering customer content.
- Develop marketing strategies for AI products and services.
- Prepare promotional materials, website content, advertisements, and other marketing-related projects.
- Brainstorm fresh advertising ideas with senior management.
- Organize events and coordinate with external parties.
- Supervise social media, public relations, and content marketing.
- Deploy successful marketing campaigns from ideation to execution
- Maintain accurate documentation and records.

#### Qualifications and Skills:

- Bachelor's degree in Marketing or any related discipline and graduated not more than 6-12 months
- Excellent written and verbal communication skills
- Digital proficiency with online marketing and social media strategy
- Good organization and planning skills
- Experience in technology or AI knowledge is an advantage

### Hiring organization

Nasser Vocational Training Center

### Date posted

May 30, 2022