

## **MARKETING OFFICER – PHARO CONSTRUCTION SOMALILAND**

### **Company Overview:**

Pharo Ventures is the commercial, for-profit arm of The Pharo Foundation that has been set up to harness the power of a vibrant private sector by investing in Ventures across a variety of sectors within the Eastern Africa region. The objective is to build and grow, commercially and environmentally sustainable businesses, with a focus on maximising creation of economic value and jobs, for local communities.

Pharo Construction Ltd. is a subsidiary of Pharo Ventures and is social venture that has been set up to address the needs for quality construction and design services in Somaliland across large infrastructure, commercial, residential and community projects.

Our ambition is to create a portfolio of sustainable business ventures that by the end of 2025, that will deliver more than five thousand direct jobs across the region. We believe we can achieve our vision and ambitions by investing in the human and physical capital of Africa. For each target country in the region, Pharo Ventures will innovatively build a portfolio of businesses that will be financially sustainable, ecofriendly while creating value for the local communities.

Headquartered in London, the organisation has an operational Head office in Kenya (Nairobi) with country offices in Ethiopia (Addis Ababa and Assosa), Somaliland (Hargeisa) and most recently Rwanda (Kigali) with further expansion plans in East Africa.

### **Position Summary**

We are looking for a dynamic, proactive, passionate and results-oriented Marketing Officer to plan and oversee the organisation's marketing activities and campaigns. Incumbent will be the one to ensure that all marketing operations are successful in meeting the goals set by management. A successful Marketing officer must have great enthusiasm for all things marketing and great knowledge of relevant techniques and principles. The ideal candidate will also be an excellent communicator and will have experience in managing different marketing ventures. The goal is to ensure that the marketing efforts of the company add the highest value to its business.

<b>Job Title:</b>	Marketing Officer
<b>Reports to:</b>	Construction General Manager
<b>Functional Relationships:</b>	Pharo Ventures Manager, CEO of Pharo Ventures, Quantity Surveyor and Structure Engineer.
<b>Job Location:</b>	Hargeisa, Somaliland
<b>Contract:</b>	Fixed Term (one year)

## **Key Duties and Responsibilities**

- Develop and execute a multi-disciplined marketing plan.
- Produce and manage external communications (newsletters, client surveys, blogs, etc.)
- Management of company website (content, photos, news, etc.), Social Media (LinkedIn, Facebook, Instagram) and company brand image.
- Manage proposal development process including production of RFQ/RFP's and preparation of project pursuit interviews.
- Work with technical staff to develop proposal sections and project approach.
- Read and analyze RFQ/RFP's and edit proposal content for readability, consistency, clarity, and compliance.
- Develop and manage written content including project descriptions and proposal content library.
- Aid in production of presentations for various business development activities.
- Engagement with technical professionals in the writing, editing, and publication of various types of marketing materials.
- Produce, edit and manage all company marketing collateral.
- Coordinate and execute all participating and hosted company events.
- Assist with marketing budget development and projections.
- Assist with product development and pricing strategies.
- Manage company apparel program and promotional items.
- Actively involved in professional and community organizations, including SMPS
- Research Competitors.
- Help create customer research databases.
- Meet and coordinate with the General Manager on regular basis.
- Develop effective marketing and sales campaigns
- Other duties as assigned by the line manager.

## **Qualification Requirements**

- Bachelor's Degree in Marketing, Communications or relevant field of study.
- Seven to ten years of marketing/communications experience (preferably in the AEC industry).
- Proficient with MS Office (Word, Excel, Outlook and PowerPoint).
- Excellent with Adobe Creative Suite (InDesign, Photoshop and Illustrator).
- Proficient in management of CRM platform (Coessential).
- Working knowledge of website design and terminology (preferred).

## **Behavioural Competencies**

- Strong team player who also excels at working autonomously.
- Strong interpersonal skills and ability to work with individuals from all kinds of backgrounds. Very strong attention to detail, with a meticulous approach.
- Excellent written and verbal communication in English.
- A creative and curious mind-set with an active interest in continuous learning, personal and professional growth.
- Commitment to a high standard of professional performance, integrity, and maturity to remain accountable for results.
- Problem solving and creative thinking skills with the ability to get results in sometimes unstructured environments Strong work ethics and a mature, professional proactive attitude.
- Honest and principled in all actions and interactions.
- Ability to manage multiples tasks and projects and prioritise accordingly.
- Great attention to detail and a flexible approach to work.

## **Application Procedure**

This position is open to both female and male nationals from Somaliland.

Review of applications will begin as soon as they are received, and only **complete** applications will be considered. In the event that an outstanding applicant is identified early in the search process, we reserve the right to appoint before the deadline. For this reason, we encourage interested candidates to apply at the earliest possible time. Due to the high volume of applications, we regret that we will only be able to contact short-listed candidates.

### **How to Apply:**

Interested candidates, who meet the above requirements, should submit their application through email to [applications.SL@pharoverventures.com](mailto:applications.SL@pharoverventures.com) with subject line “**Marketing Officer**”

### **Requirements:**

1. A detailed CV and Cover letter to explain the experience you have gained that makes you believe that you are the most qualified candidate for the role.
2. A list of minimum five (5) references with current email address and phone number.
3. State on your application where you saw the advert for this position