

Marketing & Events Specialist – OMT

The pioneer provider of financial services with a leading market position in Lebanon.

Location: Beirut – OMT Head office

Major: Bachelor's degree in Business Administration, Marketing, Mass Media and Communication, or any related field

Experience: 5 - 8 years of experience in marketing and events management

Major Responsibilities:

- Promotes OMT Pay and manages a team of promoters during OMT events
- Identifies key partnerships for OMT Pay and ensures full sales cycle completion from ideation to execution
- Collaborates with Direct Manager and marketing team to develop integrated marketing campaigns that align with business goals and target audiences
- Drives the marketing of OMT Pay, features, products; Brainstorms, leads and implements marketing ideas that attract and engage customers and stakeholders
- Utilizes market research and analytics to refine marketing strategies and identify opportunities for growth
- Collaborates cross-functionally with internal teams, including sales, product, and customer support, to ensure alignment and achieve shared goals
- Conducts market research and analysis to evaluate trends, brand awareness and competitors
- Plans and manages all aspects of corporate marketing events from inception to completion
- Coordinates event logistics, including venue selection, equipment, marketing material, coordination with suppliers and vendors
- Ensures proper setup of locations following the marketing plan
- Attends events and makes sure that promotion team and marketing operations are running effectively

Additional Requirements:

- Creative thinker with strong problem-solving abilities and a strategic mindset
- Innovative marketing mindset
- Detail-oriented with strong organizational skills and a commitment to quality
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with internal and external stakeholders
- Ability to manage time and to prioritize effectively to meet deadlines and objectives
- Ability to function well in a high-paced and fast environment
- Fully proficient in English & Arabic verbal and written communication. French is a plus

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802