

Marketing Executive - Esposa Group

Esposa is a Lebanese bridal and evening boutique

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

Experience: fresh graduates are accepted

Major Responsibilities:

- Prepare a benchmark competitor and develop positioning reports.
- Oversee brand positioning and initiatives across the different branches in Lebanon and come up with a performance report to enhance and support the brands differentiation and positioning.
- Prepare/Review social media calendars prepared by the associate.
- Establish a workbook for negative comments on the system and fill it up daily
- Prepare/Supervise complaint classification and content review processes.
- Review visuals and graphic designer posts before publishing (whether for the website or social media platforms)
- Oversee influencer database maintenance and performance summaries.
- Fill up the criteria sheet for each influencer selection and collaborations.
- Assist in developing criteria for PR agencies and influencers.
- Review the outcomes of marketing campaigns and events.
- Track ROI for influencer collaborations and prepare a report accordingly.
- Coordinate internal photoshoots and ensure mood boards are approved.
- Assist in setting up mood boards, campaign direction, and engagement terms.
- Review the feedback process sent and received from clients through SMS and prepare a reporting or action plan accordingly.
- Review the process related to picture requests from the brides and prepare the action plan accordingly.

How to Apply:

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