

Senior Marcom Manager and Marcom Executive- C2 Communication

Social Media Plans and Content Digital media planning and development Twitter, Facebook, LinkedIn, YouTube communication

Location: Lebanon

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

1- Senior Marcom Manager:

Experience: 4-7 years of experience

Major Responsibilities:

- Build, lead, and maintain strong, long-term client and stakeholder relationships, acting as a trusted senior partner.
- Oversee the collection, analysis, and activation of client feedback to enhance satisfaction, demonstrate agency value, and support credentials and effectiveness award entries.
- Lead and supervise desk and field market research activities, translating insights into actionable communication strategies.
- Define and guide marketing and communication strategies and tactics that are effective, relevant, and aligned with client business objectives.
- Lead the presentation and commercialization of creative and tactical ideas, confidently selling work to senior client stakeholders.
- Champion the agency's creative vision and output, ensuring quality, consistency, and strategic alignment across all initiatives.
- Oversee competitor analysis and manage budgets for social media and marketing activities, ensuring efficient use of resources and ROI.
- Review, challenge, and approve production timelines, monitoring progress across teams to ensure timely and high-quality delivery.
- Ensure transparent communication and alignment across all internal and external stakeholders regarding scope, timelines, budgets, and delivery throughout the approval process.
- Foster strong collaboration across internal departments and cross-functional teams to deliver integrated marketing solutions.
- Encourage a culture of teamwork, accountability, and effective communication across the marketing and communications function.
- Ensure full compliance with ISO 9001 and ISO 27001 policies, procedures, and documentation standards.

2- Marcom Executive:

Experience: 1-3 years of experience

Major Responsibilities:

- Coordinate and follow up with internal departments (Creative, Digital, Media, Production, PR) to ensure timely and cost-efficient execution of marketing initiatives.
- Act as a key liaison between the company and external partners, vendors, and stakeholders, providing regular updates on project and campaign status.
- Manage internal and external communications, including emails, meeting notes, reports, and documentation related to marketing activities.
- Receive marketing briefs, process them through internal systems, coordinate revisions, secure approvals, and support smooth execution across channels.
- Prepare and maintain marketing briefs, status reports, campaign trackers, and communication documents to ensure operational efficiency.
- Support the presentation and rollout of marketing and communication materials, including coordination of quotations, invoices, and follow-ups when required.
- Build and maintain strong working relationships with internal stakeholders and external partners, acting as a reliable and proactive point of contact.
- Demonstrate proactive thinking by identifying opportunities to improve communication effectiveness, processes, and campaign outcomes.
- Ensure accurate filing of financial and administrative documents and regularly update budget trackers for marketing activities.
- Maintain a good understanding of social media and digital marketing landscapes, staying updated on trends and supporting content planning, publishing, and reporting.
- Ensure compliance with ISO 9001 and ISO 27001 policies, procedures, and documentation requirements.

How to Apply:

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