

Business Development Management

Marketing Manager

Employer: RIDA Group
Location: Khartoum
Closing Date: 24th of April

INTRODUCTION

RIDA Group is headquartered in Khartoum, Sudan, is a mining-based group with business operations in Sudan and several other countries in the Africa continent. The group aspires to be one of the top 5 mining corporations in Africa. To ensure the realization of its vision and mission, the Company has adopted develop and manage a diversified portfolio as one of its strategic goals. In line with this goal, the Company has embarked on an aggressive drive to develop new profitable business activities and business entities locally and overseas, both in mining and mining-related industries as well as other industries.

Job Scope

The Marketing Manager is responsible for RIDA Group marketing strategy, marketing plans, market research, digital marketing and branding. This position will be responsible for online marketing concepts, regular updates to the website, blog, and social media. The position will also focus on increasing social media followers and driving engagement on owned channels, managing digital assets and creating community online while also supporting any digital content needs within the organization.

Responsibilities

- Develop, evaluating and optimizing marketing and branding strategies to achieve the company's strategic objectives.
- Develop marketing strategies and tactics to get the word out about RIDA Group and drive qualified traffic to RG front door.
- Deploy successful marketing plans, programs, and campaigns; and own their implementation from ideation to execution. Leveraging internal support and driving collaboration.
- Experiment with a variety of digital marketing tools and channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis.
- Manage and create valuable and engaging content for RG and subsidiaries websites and blogs that attracts and converts RG target audience.
- Oversee and approve marketing material, from website banners to hard copy brochures and business case studies.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.

- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds.
- Manage the marketing research studies and ensure the quality and research objectives are met to the company standard and end user satisfaction.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.
- Maintain and report a monthly content calendar for the social media channels.
- Overseeing branding, advertising, and promotional campaigns and promoting our brand at trade shows and major industry-related events.
- Generating new business leads.
- Coordinating marketing strategies with the BA, financial, public relations, and production departments.
- Managing the marketing department's staff.
- Keeping informed of marketing strategies and trends.

Qualifications & Required Skills:

- BSc degree in Business Administration Marketing or related field with relevant experience that provides the required knowledge, skills, and abilities is qualifying for this position.
- MSc/MBA marketing is preferable.
- Minimum 12- 15 years of experience in marketing and at least 5 years in managerial position.
- A comprehensive knowledge in marketing strategy and its implementation including branding and digital marketing.
- Demonstrable experience in marketing together with the potential and attitude required to learn.
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate.
- Solid knowledge of marketing research and analytics tools (e.g., quantitative and qualitative research).
- Experience in setting up and optimizing Google AdWords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spread sheets.
- Up to date with the latest trends and best practices in digital marketing and measurement.
- High creativity level, and a sense of aesthetics and a love for great copy and witty communication.

For application: careers@ridagroup.com