



WATER • RENEWABLE ENERGY  
MINING • ENGINEERING

Measure



Monitor



Manage



Model



## 2. Marketing Specialist

### Responsibilities:

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs

### Qualifications

- Bachelor's degree in business administration, marketing, communications, or a related field.
- 5+ years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as Marketo, Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Excellent analytical skills for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail

- Strong prioritization, organization, and project management skills
- Ability to travel as necessary

### **How to Apply?**

- Interested candidates should submit their CVs directly to "hr@tds.com.sa "
- Write the job code BD.3.21in the mail subject
- All applicants are required to attach a passport photo size 2\*2

**Deadline for CV submission will be on 28-2-2021**