

Job Title	Marketing Operations Specialist
Department	Marketing & LG
Section	Marketing

Reports to	Head of Marketing and Lead Generation
Supervises	N/A
Level	Mid-Level

Job Objective

To own the full operations of marketing activities, including planning, designing, execution, analyzing, and optimizing.

Main Tasks

- Develop measurement plans which contain benchmarks and goals for each upcoming campaign.
- Implement the overall digital marketing and communication strategy.
- Campaign Management: Manage and oversee different digital marketing channels.
- Oversee the entire communication including the company's social media accounts, emails, and lead-generation activities.
- Track SEO and Google Analytics data and perform complex analysis.
- Performance Measurement: monitor performance, develop insights, make recommendations and implement optimizations. And iterate continuously.

Job Requirements

- 5 days per week (M-F)
- 9:00 am to 6:00 pm
- Hybrid Mode of Work (Distributed between working remotely and from HEED Beirut Offices)

Needed Qualifications

- Bachelor's Degree in Marketing or a related major.
- Required Language: proficiency in English and Arabic.
- Experience of more than 2 years in the mentioned tasks.
- Experience in B2B Marketing.
- Master's Degree is a Plus

Skills and Attitude Required

- Strong analytical skills, able to draw insights and intelligence from marketing data.
- Ability to understand, assess, and implement lead scoring, lead nurturing, segmentation, personalization, and other lead/customer management practices.
- A good understanding of database structure, data hygiene, analytics, and attribution.
- Technically capable, excellent communicator, and a desire to improve processes.
- A positive attitude with a passionate spirit for work.
- High Commitment towards meeting objectives.
- Accountability: Capable of working independently and having responsibility as an individual.
- Strong communication skills (Verbal and written).
- Fast Responsiveness.
- Strong organizational skills with the ability to multitask.
- Excellent time management skills and the ability to prioritize work.

Benefits

- Full-time Job benefits
- NSSF Enrollment
- Transportation additional payments
- 1,500 USD monthly salary (Based on the company payment scheme)