\*\*Job Title: Marketing Specialist\*\*

\*\*Company Name:\*\* Cairo Innovations Ltd.

\*\*Location:\*\* 45 Tahrir Street, Downtown, Cairo, Egypt

- Develop and implement effective marketing strategies to drive brand awareness and generate leads.

- Conduct market research to analyze consumer behavior, trends, and competitive landscape in the Egyptian market.

- Create and manage content for marketing channels including social media, email campaigns, and the company website.

- Collaborate with internal teams to design and produce high-quality marketing materials.

- Monitor and evaluate the performance of marketing campaigns, providing insights and recommendations for optimization.

- Oversee digital advertising efforts, including search engine marketing (SEM), search engine optimization (SEO), and social media advertising.

- Plan and organize events, webinars, and promotional activities to enhance brand visibility and engagement.

- Maintain positive relationships with clients and stakeholders, addressing their inquiries and feedback.

- Stay updated with the latest marketing trends and technologies to ensure the company’s marketing strategies are current and effective.

\*\*Qualifications:\*\*

- Bachelor’s degree in Marketing, Business Administration, Communications, or a related field.

- Proven experience in a marketing role with a demonstrated track record of successful campaigns.

- Strong understanding of digital marketing, including SEO, SEM, and social media strategies.

- Excellent written and verbal communication skills in English and Arabic.

- Proficiency in marketing software and tools (e.g., Google Analytics, social media platforms, CRM systems).

- Creative and analytical thinking with strong problem-solving abilities.

- Strong organizational skills with attention to detail and the ability to manage multiple projects simultaneously.

- Ability to work independently and as part of a collaborative team.

\*\*Preferred Qualifications:\*\*

- Experience with content management systems (CMS) and graphic design software (e.g., Adobe Creative Suite).

- Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact).

- Knowledge of local market dynamics and cultural nuances in Egypt.