

JOB DESCRIPTION

POSITION TITLE: MARKETING STAFF / ACTIVATIONS SUPPORT

REPORTING RELATIONSHIPS

ACCOUNTABLE TO: LAS CASAS GAMING INC.

REPORTS TO: MARIA CELERINA GALLARDO III | SHARMAINE MARIE ABARQUEZ

Role Overview:

We are looking for Marketing Staff who will be responsible for developing and implementing marketing strategies and activities within the company.

Key Responsibilities:

- 1. Strong events management experience and related below-the-line activities and deliverables
- 2. Conceptualization and execution of sales-driven activities and campaigns
- 3. Serve as the key contact person to internal and external requirements particularly on corporate management and public relations
- 4. Creation of marketing research and identification of target audience
- 5. Coordination with internal and external stakeholders relating to the fulfillment of job deliverables
- 6. Assistance to the marketing head

Qualifications and Skills:

- Bachelor’s degree in Marketing or any related course
- With strong skills in market research and analysis to identify consumer trends, competitors, and opportunities for brand growth.
- Multi-tasking and time-management skills, with the ability to prioritize tasks and meet deadlines.
- Knowledge of market research techniques and methodologies.
- Excellent written and verbal communication skills, with the ability to create engaging content for different digital platforms.
- Positive attitude, detail, and customer-oriented with good organizational ability
- Goal-driven and team-oriented who can manage tight deadlines
- Highly systematic, resourceful, flexible, and detail-oriented with a sense of urgency and accountability

Prepared by:

Approved by:

SHARMAINE MARIE ABARQUEZ

MARIA LORELIE URCIA

Marketing Head

President

Reviewed by:

Received by:

MARIA CELERINA GALLARDO III

Vice President for Operations

Employee



Las Casas Gaming, Inc.

7th Floor, Victoria Sports Tower EDSA,
Kamuning Brgy, South Triangle, Quezon City
