



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

Marketing Head

MARIA LORELIE URCIA

President

Reviewed by:

Received by:

MARIA CELERINA GALLARDO III

Vice President for Operations

Employee



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