

Job Title: Marketing Executive- 1 nos

Department: Third Party Inspection & NPORS Training

Location: Muscat, Sultanate of Oman

Reports to: Chief Executive Officer

Position Overview:

We are seeking a dynamic and results-driven Marketing Executive to join our Third Party Inspection and NPORS Training Departments. This role is pivotal in driving brand awareness, generating leads, and supporting the growth of our inspection and training services. The ideal candidate will have a strong background in marketing, a keen understanding of the inspection and training sectors, and the ability to create and implement effective marketing strategies.

Key Responsibilities:

1. **Strategy Development:**
 - Develop and execute comprehensive marketing strategies for both Third Party Inspection and NPORS Training services.
 - Identify target markets and key client segments to tailor marketing efforts effectively.
 - Collaborate with departmental heads to align marketing strategies with business objectives.
2. **Campaign Management:**
 - Create, implement, and manage multi-channel marketing campaigns including digital, social media, print, and events.
 - Monitor and analyze campaign performance, making data-driven adjustments to optimize results.
3. **Content Creation:**
 - Develop engaging content for websites, social media, brochures, newsletters, and other marketing materials.
 - Ensure all content accurately represents the services offered and aligns with brand messaging.
4. **Lead Generation:**
 - Design and execute lead generation activities to attract potential clients and partners.
 - Utilize CRM tools to track and manage leads, ensuring effective follow-up and conversion.
5. **Market Research:**
 - Conduct market research to identify trends, customer needs, and competitive landscape.
 - Use insights to inform marketing strategies and identify new opportunities.
6. **Event Coordination:**
 - Plan and organize marketing events such as webinars, workshops, trade shows, and seminars.
 - Coordinate with vendors and stakeholders to ensure successful event execution.
7. **Brand Management:**
 - Maintain and enhance the company's brand presence in the market.
 - Ensure consistency of messaging and branding across all marketing channels.
8. **Collaboration:**
 - Work closely with the sales team to develop and implement strategies that support sales goals.
 - Coordinate with external agencies or partners for specialized marketing needs.
9. **Reporting:**
 - Prepare regular reports on marketing activities, performance metrics, and ROI.
 - Present findings and recommendations to management.

Qualifications:

- **Education:** Bachelor's degree in Marketing, Business Administration, Communications, or a related field.

M/s SAG ALSAHRA TRADING AND CONTRACTING, Dar Al Atta Building, 4th Floor, Azaiba South, PO BOX No:757, PC:111, Muscat Sultanate of Oman
Tel: **+968 92947956**, Email: **inspection@sag-alsahra.com** Web: **www.sag-alsahra.com**

- **Experience:** Minimum of 3 years of experience in marketing, preferably in the inspection or training sectors.
- **Skills:**
 - Strong understanding of marketing principles and strategies.
 - Proficiency in digital marketing tools and platforms.
 - Excellent communication, writing, and presentation skills.
 - Ability to analyze data and generate actionable insights.
 - Strong organizational skills and attention to detail.
 - Experience with CRM systems and marketing automation tools.

Desirable:

- Experience in Third Party Inspection and/or NPORS Training industries.
- Familiarity with SEO, PPC, and social media advertising.
- Oman driving license.

Personal Attributes:

- Creative thinker with a proactive approach.
- Ability to work independently and as part of a team.
- Adaptable and open to new ideas and challenges.

Benefits:

- Competitive salary
- Health and wellness benefits
- Professional development opportunities
- Flexible working arrangements

M/s SAG ALSAHRA TRADING AND CONTRACTING, Dar Al Atta Building, 4th Floor, Azaiba South, PO BOX No:757, PC:111, Muscat Sultanate of Oman
Tel: **+968 92947956**, Email: inspection@sag-alsahra.com Web: www.sag-alsahra.com