

 KINSHASA

**ITM Sarl recrute pour le compte
d'un client**

COUNTRY MARKETING MANAGER

- Licence en marketing, en gestion d'entreprise ou dans un domaine connexe,
- Au moins cinq ans d'expérience dans des fonctions de direction marketing, de préférence dans le secteur des paris sportifs, des jeux, de la technologie ou du divertissement,
- Maîtrise du français, de l'anglais et du swahili, avec d'excellentes compétences en communication écrite et orale,
- Connaissance approfondie du paysage sportif du pays, notamment des sports, des équipes et des athlètes les plus populaires.

Envoyez votre CV sur recrutement.kin@itmafrica.com
en mentionnant comme objet du mail : **COUNTRY MARKETING MANAGER**

Date limite : 21/10/2024

JOB DESCRIPTION

BUSINESS SECTOR: ENTERTAINMENT

DEPARTMENT: MARKETING

LOCALISATION : KINSHASA

POSITION : COUNTRY MARKETING MANAGER

MISSION:

The successful candidate will be responsible for developing and executing marketing strategies to drive brand awareness, customer acquisition, and revenue growth in the country. This role demands a deep understanding of the local market dynamics, a passion for sports, and exceptional leadership skills.

RESPONSABILITIES:

- Produce local marketing plans for campaigns and activities that align with your country's marketing goals.
- Lead on our marketing activities to grow users within your market.
- Ensure compliance with all local advertising guidelines.
- Be the local spokesperson for the brand with the governing body.
- Manage partnerships and supplies to deliver value.
- Budget planning, analysis, and bringing in data-driven learnings.

Local Marketing Strategy & Planning & Execution

- Planning and executing marketing campaigns within your market.
- Proposing and managing sponsorship deals and CSR initiatives.
- Ensure that all tracking requirements are in place for a campaign where possible.

Relationship Management

- Present and manage partnerships that match brand and product.
- Manage relationships with any influencers or important Winners used in marketing.
- Manage engagement and output with local agencies used for campaigns.

Administrative

- Manage and report on country marketing budget, driving value and ROI.
- Understand and manage Gaming Board regulations and approvals.

Team Management

- Manage Country Coordinator and work hand-in-hand to deliver.
- Manage agency relationships and performance wherever relevant.
- Support the rest of the Marketing team in driving campaign results.

QUALIFICATION AND EXPERIENCE

- Bachelor's degree in marketing, Business Administration, or a related field.
- Minimum of 5 years of experience in marketing leadership roles, preferably within the sports betting, gaming, technology, or entertainment industry.
- Fluent in both French, English, and Swahili, with excellent written and verbal communication skills.
- Deep knowledge of the sports landscape in the country, including popular sports, teams, and athletes.

RELATIONS

- Head of Marketing Operations

PROFILE

- Strong leadership abilities, with the capacity to inspire and motivate a diverse team.
- Proven track record of developing and implementing successful marketing strategies that drive business results.
- Creative thinker with a passion for innovation and staying ahead of industry trends.
- Ability to thrive in a fast-paced and dynamic environment, with a strong sense of initiative and problem-solving skills

NB: Please create your account by attaching your CV on www.itmafrica.com or by sending it to recrutement.kin@itmafrica.com

Closing date: **21/10/2024**

Female candidates are strongly encouraged to apply.

ITM informs all applicants that all recruitment is free of charge.