

ROLE PROFILE

Position Title: Analyst Consumer Campaigns	Reporting to: Assistant Director Consumer Campaigns
Business Unit: Consumer	
Division: Consumer Marketing	Department: Campaigns & Creative Studio

A. ROLE AND CONTEXT

Purpose: This role is responsible to coordinate with advertising agencies to facilitate marketing activities ensuring quality results. Also analyze the same based on market place progress activities.	Functional Context: Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans.
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B. ROLE ACCOUNTABILITIES

• Coordination with advertising agencies to facilitate the activities and productions to ensure quality results and expediency of the marketing campaigns
• Monitoring marketing financial expenditures, management of budget to ensure all expenditures is closely monitored and comparable to the marketing plan
• Manage the execution of the co-branding agreements and competent penetration of the computer dealers' business segment
• Efficient support to the distribution sales channel, ensuring proper positioning of Ooredoo branding image and marketing awareness
• Support in creation the Perception Marketing Model for Ooredoo services and products
• Managing the administration and documentation & records cycle of the all-marketing development activities.
• Design and maintain website content and explore other online communications strategies
• Responsible for maintain all necessary approvals for all campaigns materials according to campaign development go to market process

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: No Direct People Management Responsibility: No	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Vendors Business Partners Customers

D. KEY PERFORMANCE INDICATORS (KPI)

• Communication Awareness as measured by external survey
• Communication Strategy and media plan development
• Customer Satisfaction
• Production and launch of Campaigns on time and to quality
• Department Budget variances

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<u>Minimum Experience, Essential Knowledge & Skills</u>	<u>Minimum Entry Qualifications</u>
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5 years' experience in a similar role. Experience and knowledge in managing Consumer Campaigns in a similar organization		Bachelor's Degree in Business Administration or Marketing or Similar <u>Preferred Certifications / Other Qualifications</u> Any Relevant Certifications	
<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
BRAND MANAGEMENT	Intermediate	Customer Focus	Intermediate
PARTNER MANAGEMENT	Basic	Creative Thinking	Intermediate
MEDIA	Intermediate	Quality and Continuous Improvement	Intermediate
SPONSORSHIP	Basic	Promoting Teamwork	Intermediate
DIGITAL COMMUNICATIONS	Basic		
Competency Level (Reference Range)	Basic	Intermediate	Advanced
	Low	>----->	>----->High