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**JOB VACANCY FORM**

X Full-time  □ Part-time  □ Summer-Job  □ Internship

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**Job Title:**  Head of Marketing Department

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**Application Deadline:**

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**Reference Number:**  140214-1

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**Company Description**

**TYPE:**  □ Local  X Regional  □ Multinational

**INDUSTRIAL SECTOR:**  Food & Beverage/ Hospitality

**BRIEF FIRM PROFILE/DESCRIPTION:**
The firm is an internationally franchised restaurant-café chain with regional headquarters in Beirut, Lebanon. The firm specializes in serving gourmet meals and specialty espresso-based drinks, with an emphasis on health and fresh ingredients. The all-day menu comprises hot cuisine, sandwiches, salads, weekly features, homemade desserts, and award winning coffee.

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**Job Description**

**BRIEF JOB DESCRIPTION:**
To professionally and efficiently coordinate the Company and its concepts’ marketing, communication and PR plans and initiatives, to ensure collaterals reflect the brands accurately, and activities result in an increase in sales and brand promotion.

**Expected Results**

1. **Sales, Marketing, & Communication**
   - Developing and implementing marketing/communications plans for all existing and new concepts, locally and regionally;
   - Coordinating communications material production, including gathering quotes, working with designers, writers and translators, establishing work plans and coordinating printing and arranging distribution;
• Coordinating contracts for advertising and others of relevance as needed;
• Booking, advertising and arranging creative material for media.
• Gathering and assisting in analyzing market data and intelligence to identify trends and opportunities, and utilize to develop new opportunities.
• Executing a wide variety of details that involve direct mail, email broadcast campaigns, outbound calls, marketing trade shows and events, public relations, customer communications, media advertisements, promotions, and other marketing plans.
• Developing generation plans with targets, measures, and objectives.
• Working with customers in developing case studies, references, and testimonials.
• Executing and analyzing results of advertisement and marketing campaigns.

2. Digital Marketing
• Developing and maintaining list of web sites and media lists for purposes of issues monitoring and management; adding new sites/sources as they become available;
• Monitoring on a daily basis online media, local, national and international and web sites every morning and identify any issues; and present weekly reports on findings;
• Tracking campaigns, preparing performance analysis reports of post campaign and making recommendations to concurrent programs for corrective modifications.
• Monitoring online blogs for tracking communications related to any of the concepts locally and regionally
• Developing and implementing a solid online marketing plan for each of the concepts, including but not limited to the use of social media, online advertising…

3. PR & Media
• Producing quarterly newsletter and distributing it to email marketing list of company.
• Writing, tracking and delivery of press releases.
• Inviting media to regional events and serves as onsite media contact.
• Initiating media opportunities including interviews and feature stories

4. Corporate Marketing
• Maintaining communication open lines with all departments and providing prompt answers to requests in order to determine how to convey concise, clear, and timely selective information.
• Maintaining inventory of marketing and promotional materials; arranging for reprints as necessary
• Assisting in developing and monitoring corporate communications plan and strategy for uniformity in message, including templates, tag lines, and logo usage.
• Maintaining database of media and advertising contacts

JOB LOCATION(S):
City:  Dora – Beirut        Country:  Lebanon

DEGREE:
X Bachelor     □ Master     □ Doctoral Degree
□ Undergraduate Student/ Degree not Necessary     □ Teaching Diploma

MAJOR/ EMPHASIS:  Marketing and Communication

WORK EXPERIENCE:  3 to 4 years of direct experience in the field of digital marketing
SKILLS:
Languages Skills: X English  X Arabic   X French (Added Value)   Other:
Computer Skills: Advanced computer skills
Other Skills: Creative and proactive

SALARY
Basic Salary Range: $2000 - $2500
Other benefits include:
☐ Accommodation   X Health Insurance   ☐ Return Ticket   ☐ Bonus
X Laptop   X Mobile Phone   X Children’s Education   X Transportation
X Lebanese NSSF   ☐ None

WORKING DAYS: 5 DAYS PER WEEK
WORKING HOURS: 9H

How to Apply

Interested candidates may send your resume by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: 140214-1

ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME AND COVER LETTER WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.

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For further information, please do not hesitate to contact:

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The job vacancies are for AUB students and alumni ONLY.