

## JOB DESCRIPTION

CAMPAIGN TEAM

<b>Position Title:</b>	<b>Campaign Supervisor</b>
Full Name:	
Department:	Marketing Department
Report to:	Campaign Manager
Supervises:	Campaign Officer, Assistant, Interns

### I. Job Purpose

The ideal candidate will be supporting the Campaign Manager in executing marketing campaigns and initiatives. In the absence of the line manager, you will be responsible for delivering tasks and communicating with team members to ensure successful campaign implementation.

### II. Key Duties and Responsibilities

- Communicate campaign objectives and tasks to team members, ensuring clear understanding and alignment.
- Allocate and review tasks, providing guidance and support to Marketing Assistants/Interns as needed.
- Monitor the progress of campaign activities, ensuring deadlines are met and quality standards are upheld.
- Assist in compiling reports and analyzing campaign performance data, providing insights and recommendations for improvement.
- Coordinate with internal teams and external partners to ensure seamless execution of marketing initiatives.
- Assist in organizing promotional events and activities, including trade shows, exhibitions, and in-store promotions.
- Support the Campaign Manager in recruiting and training talent for campaign implementation.
- Prepare report for line manager.

### III. Requirement

- Bachelor's degree in marketing, Business Administration, or related field preferred.
- Previous experience (3 years) in marketing or related roles, preferably in the retail industry.
- Strong organizational and time management skills, with the ability to prioritize tasks effectively.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Detail-oriented with a proactive approach to problem-solving.
- Proficiency in Microsoft Office suite and marketing software/tools is a plus.

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