

CONTENT AND MARKETING EXECUTIVE

First Quality Care is an established business operating within the commercial space in the United Kingdom. We provide professional and compassionate care to families and service providers across the country. First Quality Care has recently begun operations in Nigeria and is looking to hire a Content and Marketing Executive.

ABOUT THE ROLE

As the Content and Marketing Executive, you will be required to manage the promotion and positioning of the company while optimizing and utilizing traditional marketing methods.

WHAT WE ARE LOOKING FOR

We are looking for highly skilled professionals with:

- Proven 3+ years of experience in content marketing, digital marketing, or related roles in the healthcare Industry or hospitality Industry.
- Strong understanding of marketing principles, digital marketing strategies, and content creation.
- Excellent verbal and written communication skills, with a keen eye for detail and creativity in crafting engaging content.
- Experience with SEO/SEM, email marketing, social media marketing, and paid advertising.
- Familiarity with marketing analytics and reporting tools.
- Ability to work independently, manage multiple projects simultaneously, and meet tight deadlines.
- Strong interpersonal skills and ability to collaborate effectively with cross-functional teams.
- Ability to work in a fast-paced, dynamic environment and adapt to changing priorities.

DUTIES WILL INCLUDE

- Develop and implement a comprehensive content strategy to drive brand awareness, attract target audiences, and generate leads.
- Create engaging and compelling content for various channels, including websites, blogs, social media, email campaigns, and marketing collateral.
- Plan and execute digital marketing campaigns, including SEO/SEM, email marketing, social media marketing, and paid advertising.
- Monitor and analyse campaign performance, provide insights and recommendations for continuous improvement.
- Manage and maintain the brand image of the company across all marketing materials, ensuring consistency and adherence to brand guidelines.
- Conduct market research to identify customer needs, market trends, and competitor analysis.
- Utilize market insights to develop targeted marketing campaigns and content strategies.
- Identify and forge strategic partnerships with key influencers, bloggers, and other relevant stakeholders to amplify brand reach and drive customer acquisition.
- Collaborate with internal teams, external agencies, and partners to ensure successful execution of marketing initiatives.
- Monitor, analyse, and report on key performance metrics and marketing analytics to measure the effectiveness of marketing efforts.
- Provide regular reports and insights to leadership for data-driven decision making.

QUALIFICATIONS

- A professional qualification in any relevant Field

JOB LOCATION

- LEKKI Phase 1, Lagos Island, Lagos State.

WORKING HOURS

- Working hours will include 9:30am -5pm from Mondays to Thursdays and 9:30am-4pm on Fridays.

SALARY AND OTHER BENEFITS

- A competitive salary basic salary up to N150,000 depending on experience
- Bonus and incentive scheme
- Unrivalled commission structure with an average of N50,000 earned weekly
- Dress down Fridays with early finish

Send your Resume

to onyi@firstqualitycare.co.uk