

Cameroon Jobs Expertini®

Marketing Manager

[Apply Now](#)

Company: Black Pen Recruitment

Location: Yaoundé

Category: other-general

Our Client is the largest and only licensed on/off-ramp platform for stablecoins in Africa. They are dedicated to offering innovative solutions in the African stablecoins space. Our client is committed to making stablecoins accessible and understandable for everyone, providing their customers with secure and user-friendly platforms for their financial transactions.

Job Type: Full time | Remote

Location: Cameroon

Requirements

Bachelor's degree in marketing, finance, business administration, or similar.

3 + years experience as a marketing manager.

Proficiency in email marketing, CMS management, and Project management tools.

Solid knowledge of website analytics tools (e.g., Google Analytics, Mixpanel).

Knowledge of marketing strategies, channels, and branding.

Exceptional analytical and problem-solving skills.

Strong time management and organisational abilities.

Responsibilities

Develop comprehensive marketing campaign strategies aligned with business goals, ensuring a

unified and consistent brand message.

Collaborate with cross-functional teams to integrate campaign activities across various channels

Conduct market research to identify and understand target audiences within different African regions.

Work closely with content creators to develop compelling and engaging campaign materials, including copy, visuals, and multimedia content.

Work with and brief Campaign Management team in a timely manner to ensure timely and successful delivery of marketing campaigns

Maintain and track Marketing budget, accurately reporting on costs, ensuring efficient allocation of resources to maximize ROI.

Identify and collaborate with influencers, partners, and stakeholders to amplify campaign reach and impact.

Monitor market trends, competitor activities, and emerging technologies to adapt campaigns accordingly.

Utilise data analytics tools to measure and report on the performance of marketing campaigns.

Retroactively report on campaign performance and identify key learnings and room for improvement moving forward

Key success factors for this role

Success in this role requires a deep understanding of the local culture, values, and preferences of the target audience within the specific country.

Successfully navigating and adhering to cryptocurrency regulations and advertising

standards within the country is crucial for effective campaign execution.

The ability to effectively localize content and campaigns to ensure they resonate with the cultural context of the specific country.

Success is contingent on the development and execution of strategic marketing plans that align with the unique characteristics of the local market.

Collaboration with local influencers, partners, and stakeholders is essential for amplifying the impact of marketing efforts.

Utilizing data analytics for informed decision-making is a critical success factor, enabling optimization of campaigns based on performance metrics.

Efficiently managing the marketing budget to maximize ROI within the country is crucial for success in this role.

Success in a dynamic market requires adaptability to changes in consumer behavior, market trends, and regulatory environments.

Adhering to ethical marketing practices ensures that campaigns are truthful, transparent, and aligned with the values of our client.

[Apply Now](#)

Cross References and Citations:

1. [Marketing Manager Usajobscareer Jobs Yaoundé Usajobscareer ↗](#)
2. [Marketing Manager Physicsjobs Jobs Yaoundé Physicsjobs ↗](#)
3. [Marketing Manager Receptionistjobs Jobs Yaoundé Receptionistjobs ↗](#)
4. [Marketing Manager Moscowjobs Jobs Yaoundé Moscowjobs ↗](#)
5. [Marketing Manager Nairobijobs Jobs Yaoundé Nairobijobs ↗](#)
6. [Marketing Manager Cinemajobs Jobs Yaoundé Cinemajobs ↗](#)
7. [Marketing Manager Teacherjobs Jobs Yaoundé Teacherjobs ↗](#)
8. [Marketing Manager Ecuadorjobs Jobs Yaoundé Ecuadorjobs ↗](#)

9. Marketing Manager Restaurant jobs near me Jobs Yaoundé Restaurant jobs near me ↗
10. Marketing Manager Pathologists jobs Jobs Yaoundé Pathologists jobs ↗
11. Marketing Manager Petroleum jobs Jobs Yaoundé Petroleum jobs ↗
12. Marketing Manager Petroleum jobs Jobs Yaoundé Petroleum jobs ↗
13. Marketing Manager Student jobs near me Jobs Yaoundé Student jobs near me ↗
14. Marketing Manager Expertini Jobs Yaoundé Expertini ↗
15. Marketing Manager Environmental jobs Jobs Yaoundé Environmental jobs ↗
16. Marketing Manager Netherlands jobs Jobs Yaoundé Netherlands jobs ↗
17. Marketing Manager Accounting jobs near me Jobs Yaoundé Accounting jobs near me ↗
18. Marketing Manager Find full time jobs Jobs Yaoundé Find full time jobs ↗
19. Marketing manager Jobs Yaoundé ↗
20. AMP Version of Marketing manager ↗
21. Marketing manager Yaoundé Jobs ↗
22. Marketing manager Jobs Yaoundé ↗
23. Marketing manager Job Search ↗
24. Marketing manager Search ↗
25. Marketing manager Find Jobs ↗

Source: <https://cm.expertini.com/jobs/job/marketing-manager-yaounde-black-pen-recruitmen-1629060/>

Generated on: 2024-04-28 by Expertini.Com