



Marketing Person – Job Description

Who We Are

Recce Solutions is a tech-driven company building a platform for production companies, Ad Agencies and filmmakers in Africa to find locations for their productions. We exist to disrupt the traditional means of location scouting by creating a seamless process of location scouting driven by technology, a wide agent network & access to extensive locations.

Who We Are Looking For

We are seeking a marketing person who is passionate about technology, Africa's film industry and the future of the film industry. A really talented individual who will help us define and build out our brand, drive leads through multiple channels, and drive growth. You will design and execute creative campaigns to help drive and grow traffic, create content to engage visitors, and drive customer acquisition through digital campaigns and tactical promotions.

Responsibilities

- Develop strategies to increase our organic reach through: content distribution, social media, and strategic partnerships.
- Optimize marketing spend/ROI and tactics across paid search, SEO, social and offline.
- programs to deliver targeted email campaigns for user acquisition & re-engagement
- Help develop multi-channel marketing campaigns to drive demand and generate leads (i.e. blog posts, re-engagement campaigns, etc.)
- Run tests across different marketing channels including emails, landing pages and display ads, and to scale on these channels
- Create, manage, and create engaging content across social and industry channels
- Create an engaging content calendar to significantly increase traffic to the blog, page views, and other key content metrics

- Write case studies to showcase our customers & our value proposition
- Report directly to the Chief Operations Officer on tasks
- Supervise a social media intern in execution of social media tasks
- Work directly with the Chief Executive Officer, Chief Operations and Chief Product Officer on marketing needs.

Qualifications

- Can establish and articulate a vision, set goals, develops and executes strategies, and track as well as measure the results
- Experience producing high-quality content marketing assets (blog posts, email newsletters, guides, etc.)
- Experience working in a marketing position in the past
- Self-starter, take initiative, work collaboratively and can self-manage
- Must be very detail oriented
- Strong analytical skills and proven ability to use data to optimize campaign performance and inform future strategies.

Benefits & Perks

- You will receive a competitive salary for the marketing position and get to work with some amazing people on the planet.
- Attend film events and network with industry people
- 15 business days' annual leave with pay

Note: We are an Equal Opportunity Employer.

Location: 12, Moleye Street, Alagomeji, Yaba, Lagos

Send your CV and Cover Letter to Eric via eric@4colorsgroup.com