

## **JOB VACANCY** **Advertising**

Job Title : MARKETING & BUSINESS DEVELOPMENT  
Department : EDUCATION AND TRAINING DEPARTMENT  
Job Code : 126/AVA/EXT/A1/EEI-TL/III/2016  
Closing date : March 11<sup>th</sup>, 2016  
Location : Dili, Timor-Leste  
Appointment : Local and Foreign National Hire

### **Terms of Reference**

#### **Marketing & Business Development**

##### **1. About Us**

The Experience vocational education held for more than 12 (twelve) years from the date of establishment, 10 November 2003 to the present. Eiros Entrepreneur Institute (EEI) has a better understanding about the implementation of vocational education effectively and efficiently.

Thousands of students have benefits from our educational system, not even a little of our alumni who now occupy important positions in field of computers, administration, finance and other such as the staff of the government, EDP Manager in a hotel or private companies nationwide.

EEI provide not just a theory or a new concept, but more emphasis on practical experience, tips and discussion of real cases daily with the method of experiential learning, role play, quizzes, personal assessment, video clips, and others.

EEI designing program stormed the training needs of human resources in the areas of soft skills, particularly for employees to staff levels and general manager for Timorese People.

##### **2. Characteristic Duties and Responsibilities:**

Responsible for creating and delivering marketing ideas and activities. Concepts and creates marketing materials, manages projects, and ensures company messages are consistent.

Primary responsibilities

- Create, deliver, edit, and optimize marketing materials.
- Ensure that messages are supportive of and consistent with marketing strategies.
- Supervise social media outreach.

- Deliver content via LinkedIn, Twitter, Facebook, email, or direct mail.
- Coordinate and deliver email campaigns.
- Mass-mail materials.
- Create brochures and sell sheets.
- Provide support to marketing department.
- Coordinate flow of information and communication and disseminate it according to plan/strategy.
- Work with manager and business units to determine event budget and manage expenses to that budget.
- Promote products and services through public relations initiatives.
- Develop marketing communications campaigns.
- Create thought leadership materials.
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Research media coverage and industry trends.
- Develop fresh story ideas.
- Conduct extensive media outreach.
- Improve communication efficiencies within company.
- Manage video content.
- Create and distribute customer surveys.

### 3. Required Knowledge, Skills, and Abilities:

- Must be able to work full time hours.
- Ability to excel in unsupervised solo assignments as well as team projects.
- Desire to travel at least 1 or 2 weeks a year for further training.
- Great communication skills.
- Must be able to work in an energetic, fast paced environment.
- 2 or 4 year college degree in related field.
- Self-starter, creative thinker, problem solver.

### 4. How to Apply

#### HOW TO APPLY

- ☐ This is a local and foreign national hired position.

- ☐ Please only submit your cover letter, CV, and references (at least three names with full contact details) to: [hr@eirosgroup.com](mailto:hr@eirosgroup.com)
- ☐ **Do not forget to state your name and position applied in the e-mail subject.**
- ☐ Deadline of application is **March 11<sup>st</sup>, 2016**. Late submission will not be considered; hard copy applications and phone inquiries will not be accepted.