

Les Gaz Industriels Ltd is hiring a Marketing Officer

Founded in Mauritius in 1952, Les Gaz Industriels Limited (LGI) produces, sells and distributes medical and industrial gases in liquid and cylinder forms as well as welding equipment.

Situated at Pailles Road, GRNW.

Duties are as follows:

1. Direct Marketing and Business Development

- a) Approach potential clients through various channels, including direct calling and direct mail campaigns.
- b) Participate in events (locally and overseas) that will promote the awareness of the company.
- c) Arrange and lead new business meetings (locally and overseas), delivering marketing presentation in a professional manner.
- d) Work with the CEO and Sales Manager in the development of ideas for new services and new markets for existing services.
- e) Prepare marketing budgets and approve budget expenditures.
- f) Conduct market research to determine market requirements for existing and future products.
- g) Analysis of customer research, current market conditions and competitor information with the help of the Sales Manager.
- h) Develop and implement marketing plans and projects for new and existing products.
- i) Develop pricing strategy and work in close collaboration with the Sales Manager and the Finance & Administrative Manager.
- j) Manage all marketing tools to promote the company image (LinkedIn , Facebook)
- k) Maintain and update customer database.

2. Advertising and Public Relations

- a) Analyze advertising opportunities and propose campaigns where strong Return on Investment is expected.
- b) Negotiate pricing with publishers.
- c) Draft and issue press releases, features and editorials for clients as needed, ensuring that they are written in a professional manner.

3. Website

- a) Review existing online marketing strategy, suggest and implement improvements of LGI website.
- b) Oversee regular updates and web site maintenance.

We are currently looking for degree holders in Marketing Management

Duration: Full Time

Experience: -

Remuneration: To discuss on remuneration + transport refund

Working Days/ Time: From Monday to Friday- 8:00 to 17.00

Send your CV/ Motivation Letter on: adomah@gaz-industriels.com

By: End of March 2024

Learn more on their company: www.gaz-industriels.com