

# MARKETING MANAGER

## Marketing Coordinator Job Description

**Job Location:** Victoria Island – Lagos

**Full time or Hybrid**

### Summary

GAIA AFRICA & Gaby Lagos are growing businesses that need a Marketing Manager who can grow our brands to the next level, attract new Members and increase footfall into Gaby Lagos.

We are looking for a motivated, enthusiastic, passionate, and hands-on individual to develop, drive and execute our marketing strategies.

Prior experience in PR and/or Marketing is required. Prior experience and/or enthusiasm for luxury hospitality and driving business between and amongst women would be a big plus.

GAIA AFRICA is a private members business club for Women leaders, which enables connections, partnerships, and collaborations. Gaby Lagos is a warm and welcoming intimate space where one can enjoy an eclectic Mediterranean and evolved fusion offering along with a fine wine experience or artisanal cocktails.

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Due to the nature of our business, the core of our marketing relies on carefully crafted, curated, and integrated communications for all elements of the business.

As the Marketing Manager, you will be responsible for developing and executing end-to-end internal and external communications, and marketing plans for GAIA AFRICA.

**Job Overview:** The Marketing Manager will be a key player in the development and implementation of the club's marketing and promotional campaigns. She will work closely with the team, club management, members, to create and execute marketing activities that will increase the club's visibility, attract new members and customers into Gaby Lagos.

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### Key Responsibilities

- The specific duties and responsibilities of the marketing Manager will include:
- Developing and implementing marketing strategies to increase membership and brand awareness of the club.
- Creating / managing leads database for potential members
- Planning and executing advertising campaigns across different channels such as digital, print, and outdoor media.
- Creating and managing social media marketing campaigns to engage with members and potential members.
- Conducting market research to identify target audiences and discover new opportunities to attract and retain members.
- Developing and managing email marketing campaigns to promote upcoming events, club news, and member benefits.
- Collaborating with internal teams to ensure consistency of branding and messaging across all marketing and communication efforts.
- Maintaining the club's website and ensuring it is up-to-date, user-friendly, and reflects the club's brand and values.
- Creating or overseeing the creation of promotional material such as brochures, flyers, and posters.
- Organizing or assisting to organise and promote events and activities to encourage member engagement and retention.
- Measuring and analyzing the effectiveness of marketing campaigns and making data-driven decisions to improve future initiatives.
- Building relationships with external organizations and partners that align with the club's values and mission.
- Managing the club's public relations and ensuring positive media coverage.
- Collaborating with the club's management team to understand member needs and preferences to develop targeted marketing messages.
- Staying up-to-date with industry trends and implementing innovative marketing strategies to stay ahead of the competition.
- Managing the marketing budget and ensuring cost-effectiveness of all marketing efforts.

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### Required Skills & Qualities:

- Meticulous attention to detail and adherence to procedures
- Outstanding written and verbal communication skills. Ability to communicate effectively (oral and written)
- Ability to work under pressure and meet deadlines
- Strong interpersonal skills
- Strong team player
- Motivated, self-starter
- Knowledge and understanding of communications practices, tools and techniques in social media
- Effective storyteller
- Strong Microsoft Office, Canva Skills, LinkedIn Navigator
- Experience with blogging
- High quality standards, detail-orientated
- Ability to multitask.
- Strong Analytical skills
- Conflict management skills
- Knowledge of SEO
- Mobility
- Initiative
- Creativity
- Flexibility

### Qualifications and Experience:

- 10 years of previous experience in a PR or Marketing role is essential.
- Relevant degree qualification (Communications, Public Relations, Marketing)
- Proficient in Microsoft Office and Productivity tools
- Must be fluent and have an excellent command of the English language
- Digital Communications
- Oversee website management and external comms (useful)
- Good understanding of the use and effect of social media
- Proficiency in Microsoft 365 (including Planner), Adobe Creative Suite, Canva, and productivity tools.

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- Passion for the service industry and a commitment to delivering excellent customer service to members.

### Other Information

- This is a full-time position with a competitive salary and benefits package.
- The successful candidate will have the opportunity to work in a dynamic and fast-paced environment where her ideas and contributions will be valued and rewarded.
- The role will report to the General Manager and will have responsibility for the overall marketing strategy, and deliverables related to visibility through speaker engagements, internal communications, and external messaging and platforms.
- We need a storyteller, who can grow GAIA's membership through marketing & Comms efforts, manage multiple tasks simultaneously with great attention to detail and collaborate in ensuring we hit our acquisition and retention targets.
- We also need story telling for Gaby Lagos to grow the restaurant's customer base.

### Salary & Benefits:

Salary is competitive for the right candidate.

### How to Apply

Interested and qualified candidates should send their Applications, Resume / CV with photo to: [careers@gaiaafricaclub.com](mailto:careers@gaiaafricaclub.com)

**Note:** Only shortlisted candidates will be contacted.