

# What Makes A Good Job Ad?



## Marketing Executive

ACD Marketing

Php 50,000 to Php 57,000

Manila City Center

## Job and Company Highlights

- Opportunity to gain leadership and marketing experience and skills
- Work with talented and goal-oriented teams
- A professional and motivating working environment
- Well-rounded salary with medical benefits and insurance

## Job Description

### Key Responsibilities

- Develop, implement, and manage traditional and digital marketing campaigns
- Conduct market research and analyze audience data
- Present new marketing ideas and strategies to clients and partners
- Work closely with in-house creative department for marketing deliverables
- Monitors and assess marketing campaign performance
- Prepares and manage marketing budget

Shows company or recruiter logo

Uses a familiar, relevant, and concise job title

Discloses company name

Indicates salary range

States specific work location

Lists down the core benefits to persuade jobseekers to apply

Organizes information with bullet points for better readability

Focuses on primary responsibilities

Uses active words so jobseekers can easily assess job fit

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## Job Description ●

### Role Requirements

- Must possess at least a Bachelor's Degree in Marketing, Advertising, Media, Communication or equivalent or in any related field
- A track record in managing successful marketing campaigns
- Experienced in handling multiple ongoing projects
- Great communication, analytical, and organization skills
- Experienced in using website and social media analytics tools

Highlights essential qualifications

Includes technical and transferable skills

## Additional Information ●

Career Level: Junior Executive

Qualifications: Bachelor's Degree, Post Graduate Diploma, Professional Degree

Years of Experience: 2-3 years

Job Type: Full-time

Job Specialization: Sales/Marketing, Marketing Business Development

Specifies other relevant job information and qualifications

## Company Overview ●

Specializing in traditional and digital marketing, the ACD Marketing Group is an established firm steadfast in creating fresh and innovative strategies that successfully promote our clients' products and services. We are looking for passionate individuals who seek opportunities to learn and grow their careers in this field.

Provides clear introduction of what the company does, what it stands for, and what they look for and can offer to jobseekers