



BUSINESS DEVELOPMENT EXECUTIVE: MARKETING & COMMUNICATIONS

Job Overview: Reporting to Business Development Lead

HEBO Group Company Limited is seeking a dynamic and versatile Business Development Executive to; at core manage our marketing communications through content development from concept to production. Optimize our communication by leveraging relevant communication channels majority being social media. The ideal candidate will leverage technology, including AI tools, to enhance productivity and creativity. This role will also include providing business development support to the organization as required. This role requires creative skills like graphic design, copywriting, photography and videography as well as expertise in market research, and social media management, as well as strong organizational skills to execute multiple tasks under pressure.

Key Responsibilities:

Marketing Communications Strategic Planning: Develop monthly comprehensive marketing communication plans in alignment with business development efforts, service delivery requirements, market trends and brand focus.

Content Creation: Design compelling graphics, videos, and other visual content aligned with the brand's identity. Develop engaging copy for social media captions, marketing campaigns, and articles.

Photography & Videography: Capture high-quality photos and videos during events sponsored or organized by HEBO. Edit and produce multimedia content for promotional and marketing purposes.

Social Media Management: Plan, schedule, and post content across all social media channels. Monitor social media pages for engagement, responding promptly to comments, messages, and queries. Build and manage online communities to foster engagement and brand loyalty.

Market Research & Analytics: Conduct market research to identify trends, audience preferences, and competitive insights. Analyze data from campaigns and social media platforms to assess performance and optimize strategies.

Strategic Implementation: Work collaboratively with the Business Development Lead to execute marketing strategies and campaigns. Ensure all activities are aligned with the company's overall objectives and brand guidelines.

Technology Integration: Utilize advanced tools, including AI applications, to enhance content creation and workflow efficiency. Stay updated on technological trends to ensure effective application in marketing activities.

Business Development & Sales: Provide support to business development team in tele-sales and tele-marketing. Support the business development team on other business development activities.

Qualifications & Skills:

Educational Background: Bachelor's degree in Marketing, Communications, Graphic Design, or a related field.

Technical Skills:

Proficiency in graphic design software (e.g., Adobe Creative Suite, Canva, Suno, Pictory and other AI tools).

Strong writing and editing skills for multiple formats (social media, blogs, articles).

Proficiency in photography and videography, including editing software (e.g., Adobe Premiere, Final Cut Pro).

Familiarity with social media management tools and analytics platforms (e.g., Hootsuite, Meta Business Suite, Google Analytics).

Ability to effectively utilize AI tools for content creation, research, and efficiency.

Personal Attributes:

Highly organized and able to prioritize tasks efficiently.

Adaptable and capable of working under pressure in a fast-paced environment.

Creative and innovative mindset with a keen eye for detail.

Strong interpersonal skills for effective collaboration with team members and other key stakeholders.

Experience: At least 2 years of experience in a marketing or content creation role, preferably in a fast-paced environment.