

# Kuvora

**Industry**

- Management Consulting

**Location**

- Remote

**Seniority Level**

- Intermediate

**Job Function**

- Communication

**The Role**

As a Communications Officer, you will develop strategies for branding, marketing and external communications and will work on messaging, storytelling, channel strategy, campaign design and execution. You will shape messaging and storytelling by articulating core messages and communicating them in collateral (messaging strategy and value proposition documents, website, social media platforms, etc.) that is meaningful, memorable, and visually compelling.

You will manage all aspects of brand and communications, including social media, website, content writing and analytics. You must have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution, deploy creative and innovative problem solving to help grow the Kuvora brand.

**Responsibilities**

- Coordinate all branding, marketing and communications activities
- Analyze how the Kuvora brand is positioned and develop sound, strategic media plans, based on the company's strategic direction, with an understanding of media principles.
- Building, implementing and analyzing marketing campaigns
- Create content that aligns with the company's brand positioning and strategy
- Oversee and manage branding on all platforms- website, social media, etc
- Optimize website and campaigns for conversion and track performance of all campaigns
- Attain key performance indicators related to business metrics (revenue, acquisition, transaction count, activity rate, ROI, website traffic; bounce rate, search and direct traffic, SEO ranking, website listing, blog posts, etc)
- Manage additional branding, marketing and communications projects as assigned

**Qualifications**

- Bachelor's Degree in Communications, Marketing or a related field
- 2 - 5 years of corporate experience, 1 - 3 of which should have been in B2B marketing
- Demonstrated knowledge of, and ability to manage performance marketing channels social media tools, SEO, SEM, etc
- Experience with marketing analytics and attribution
- Ability to understand and leverage consumer insight; experience using user insights to drive brand and product awareness
- Strong verbal, written and organizational skills
- Strong strategic thinking and problem solving skills
- Good eye for graphic design and great attention to detail
- Experience in B2B marketing with a global B2B services company, including day-to-day handling of relationships, content marketing, and strategic reputation building

If you meet the requirements and would like to apply, send us your CV/resume.