

# WE ARE HIRING

## MARKETING PROJECT LEAD

### MAIN RESPONSIBILITIES

Responsible to develop, implement and lead the marketing projects of the company, in close collaboration with the Marketing Manager.

### REQUIREMENTS

- Bachelor's degree in marketing or a related field.
- A minimum of three years of experience in a marketing position is preferred.
- Strong organizational and multitasking skills, with the ability to manage multiple projects simultaneously.
- Good knowledge of digital marketing tools and platforms.
- Excellent written and verbal communication skills.
- Attention to detail and ability to maintain accurate records and reports.

### OTHER RESPONSIBILITIES

- Assist in gathering qualitative and quantitative market data, trends, and customer feedback.
- Assist in the identification of different target segments and determine appropriate positioning for the company's products and services.
- Identify, plan, and monitor marketing projects, ensuring their proper implementation within the set timeframe and budget.
- Plan, implement, and manage social media channels.
- Maintain the company's websites, keeping them up to date and optimized.
- Create and edit engaging content for various platforms.
- Drive the preparation of marketing and sales-related supporting materials.
- Coordinate the internal & external creative teams to craft marketing supports in line with the business' identity.
- Assist in the management of the company's public relations with customers, the media, and other stakeholders.
- Attend product launches and networking events.
- Perform any other interrelated duties of a similar nature pertaining to our sphere of activities.

**Interested candidates are invited to send their detailed CVs and cover letter to :**

The Human Resources Department  
SOFAP Ltd - DBM Industrial Zone - Coromandel  
or by email to: [jobs@sofap.mu](mailto:jobs@sofap.mu)

Sofap reserves the right to call only the best candidates for an interview, and we thank you beforehand for your interest in joining our company.

**Sofap**  
Do it smarter