

**Position: Marketing Manager (Project Based)**

**Location: Paramaribo, Suriname**

**About Us:** At HCA Suriname, we specialize in providing technical training in Heavy Equipment Operation and Safety for the Mining, Construction, and Oil and Gas Industry. We are now seeking a dynamic and experienced Marketing Manager to develop and implement effective marketing strategies and communication plans to promote the organization's products, services, and brand.

**Role Overview:** Reporting to the Managing Director, the Marketing Manager will be instrumental in developing and executing effective marketing strategies and communication plans to elevate the brand of Heavy Construction Academy Suriname. This role requires a strategic thinker with a strong grasp of digital marketing, brand management, and public relations.

**Job description**

**Your key responsibilities will include:**

- **Strategy Development:**
  - Develop comprehensive marketing and communication strategies aligned with organizational goals.
  - Conduct market research to identify industry trends and opportunities.
  - Develop, execute, and manage HCA marketing projects.
  - Work with external parties to develop and execute marketing campaigns.
  - Develop budgets, estimate project costs, and manage and monitor spending.
  - Calculate and report on Return On Investment for Marketing Campaigns
  - Track local and global news related to our industry to find opportunities to adjust our Marketing.
- **Digital Marketing:**
  - Manage digital marketing campaigns, including SEO, email marketing, and social media.
  - Analyze campaign performance metrics and optimize strategies for improved results.
  - Stay updated on digital marketing trends and tools.
- **Public Relations:**
  - Cultivate relationships with media outlets.
  - Craft compelling press releases, articles, and communication materials.
  - Effectively manage crisis communication and uphold the company's reputation.
- **Brand Management:**

- Ensure brand consistency across all communication channels.
- Develop and enforce brand guidelines to maintain a cohesive identity.
- Collaborate with design teams to produce visually captivating materials.

## **Job requirements**

### **The ideal candidate will have:**

- Bachelor's degree or higher in Marketing or a related field.
- 1-3 years of hands-on digital marketing experience.
- Proficiency in project management.
- Deep understanding of digital marketing trends and technologies.
- Excellent communication skills with proficiency in English.
- Goal-oriented mindset with a proactive and collaborative work style.
- Proficiency in Microsoft and Google Analytics.

**Join Our Team:** Become part of a dynamic team committed to shaping the future of safety and technical training in Suriname.

### **We Offer:**

- Attractive salary reflecting candidates' experience, qualifications and job responsibilities
- Comprehensive benefits package including health insurance, retirement plans, and paid time off.
- Opportunities for professional development and career advancement.
- A supportive and inclusive work environment fostering growth and collaboration.

**How to Apply:** If you are passionate about marketing and eager to make an impact in the construction industry, we would love to hear from you! Please submit your resume and a cover letter detailing your relevant experience and why you are the ideal candidate for the role. Additionally, please include any portfolio or examples of your previous marketing campaigns. Applications can be sent to [shain@hcasuriname.com](mailto:shain@hcasuriname.com) with the subject line "Marketing Manager Application - Heavy Construction Academy Suriname."