

Operating in over 90 countries, with more than 110,000 employees, the LafargeHolcim Group is one of the world's leaders in production and distribution of Cement, Ready-Mixed Concrete

VACANCY ANNOUNCEMENT:

Title: Branding and Social Media Specialist

Department: Commercial

Position Type: Full-time

Job duties:

- control over compliance with the rules for using the brand on corporate media
- implementation of branding projects and joint work with the Group for the implementation of brand tasks in Azerbaijan
- preparation and implementation of communication tools to promote the brand in a commercial audience (social media, postcards, videos, brochures about the company, news on the site)
- monitoring the relevance of information about the company on partner sites
- development of key messages and communication goals (together with product / segment leaders)
- formation of communication plans and budgets for products / segments according to marketing plans
- implementation of activities including offline and online events (sales kit, exhibition / forums / webinars / partner events / congratulations KAM / news / storytelling online)
- analysis of effectiveness, communication of the effectiveness of the activities
- formation of plans and budgets for projects and regular activities
- work with suppliers and contractors (tender, prequalification, contract, closing documents)
- congratulations on thematic holidays / events
- organizing and holding joint events aimed at strengthening partnerships
- selection of souvenirs

Requirements:

Education and Work Experience:

- Higher education
- WORK EXPERIENCE: more than 3 years in a similar position
- COMPUTER SKILLS: MS Office skills - good knowledge of SAP or equivalent
- FOREIGN LANGUAGES: Azerbaijani - fluent, English not lower than upper-intermediate (fluent), Russian - advanced

Knowledge and Skills:

Possession of key tools for promotion on business topics. Ability to organize and conduct:

- webinars, presentations, exhibitions
- actions to promote goods, services, brand, etc.
- business events for partners: conferences, round tables, meetings, etc.
- internal events for employees: corporate forums, conferences, holidays, etc.

The employee should be able to:

- translate to the consumer the main competitive advantages of the brand / company
- to carry out detuning from brand competitors by means of a communication strategy

Job Opportunity at Holcim (Azerbaijan) OJSC



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- choose the most effective promotion tools and communication channels
- stimulate consumer loyalty to the brand
- knowledge and understanding of the company's strategy and priorities
- budget management
- evaluation of cost effectiveness
- able to develop and write promotional and informational articles, promotional materials
- able to approach people in such a way as to involve them in the work and achieve the desired results
- knows how to make formal and informal presentations, attract attention and manage the audience during the presentation; monitors how the audience reacts, and is able to change the style of presentation of the material if necessary

Application Procedure

Interested candidates should submit CV [and portfolio of executed projects \(e.g. brands, campaigns, visuals, or similar\)](#) to aze-hr-cv@holcim.com and indicate the position applying for **BSMS** in the subject line. All applications for the advertised post will be assessed and given equal opportunities.

All applications will be reviewed upon submission. Company reserves the right to fill the vacancy as soon as a suitable candidate is identified. Application screening, review and interviews to be conducted upon submission. Company reserves the right to fill positions and close vacancies as soon as an appropriate candidate is determined.

Application closing date: **28 August, 2022**