

## Head of Marketing

- Minimum 3 years of experience of B2C marketing, ideally within the gaming industry in Africa /Cameroon
- Strong understanding and experience of traditional marketing; print, radio, billboard, retail, television etc
- Excellent knowledge and experience of online marketing and e-commerce
- Knowledge of the Cameroonian media buying landscape is a must. This experience could be either directly or via a media agency
- Proven track record of executing creative and highly efficient marketing campaigns
- A higher degree in marketing or other relevant field experience is a plus.
- You must be strong communicator in both English and French
- Interest in, and knowledge of, gambling (online and retail) is essential
- You will report directly to MD. The role will be based in Douala.
- Owning the Marketing Budget end to end to ensure that spend is driving the desired results
- Owning the multi-channel marketing strategy for a betting/gaming company in the Cameroonian Market
- Deliver high quality localised marketing campaigns
- Bilingual (French and English)

send applications to [Ngnatat.sarl@outlook.com](mailto:Ngnatat.sarl@outlook.com)

company name : **Ngnatat Sarl**

Industry: **Entertainment**

application closing date: **29/04/2020**

Interviews will be conducted on Skype due to Coronavirus

Employment starting date : **immediately**