



NOV-111219-19

John Hay Management Corporation (JHMC), a subsidiary of the Bases Conversion and Development Authority (BCDA) is the estate manager of the Camp John Hay Reservation containing an area of 625 hectares more or less.

Our company is in need of a **MARKETING SPECIALIST (Project-based)**

DUTIES AND RESPONSIBILITIES

1. Design and execute a lead generation program for JHMC;
2. Analyze current and past marketing data to help determine overall marketing strategy;
3. Develop marketing strategies for events and projects (except investment promotions) such as but not limited to JHMC website and social media;
4. Analyze data to determine campaign efficiency on a quarterly basis;
5. Ensure that marketing materials undergo regular review and adhere to guidelines;
6. Ensure marketing ideas coincide with JHMC's brand and mission statement;
7. Research on tourism-related demands and explore ways to tap it;
8. Assist with the development and writing of marketing materials such as plans, recommendations and presentations;
9. Communicate marketing plans, campaign results and project recommendations to top management, when necessary.
10. Perform other related functions assigned from time to time.

QUALIFICATION STANDARDS

Education	<i>Relevant field of study.</i>
Experience	<i>Relevant experience (minimum of one year)</i>
Training	<i>Relevant trainings (16 hours)</i>
Other Requirement	<i>Knowledge in Microsoft Word, Excel, PowerPoint, Basic Computer Operations, and Good Communication Skills</i>

All interested applicants are requested to submit their Application Letter, Transcript of Records, NBI Clearance and Comprehensive Resume with ID Picture indicating the position/s you are applying for on or before **19 November 2019** to:

THE SELECTION COMMITTEE

Attention: **Mr. Danny B. Latawan**, HR Manager
John Hay Management Corporation
Cottage 624, John Hay Special Economic Zone
Camp John Hay, Baguio City
Telephone No. (074) 444-5823
Or email us at: mgmt@jhmc.com.ph
Visit our website at: www.jhmc.com.ph

EXTERNAL POSTING:

Approved by:


ALLAN RAZON GARCIA
President and CEO

John Hay Management Corporation

a member of the BCDA Group



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