

[NOV-041822-33 2nd Posting](#)

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**

Job Level 10, PhP 1,025.83/day

Status: **Project-based Employee**

GENERAL DUTIES AND RESPONSIBILITIES

1. *Design and execute a lead generation program for JHMC to include utilization of research on tourism-related demands;*
2. *Assist in the development and writing of marketing materials such as plans, recommendations and presentations;*
3. *Analyze data (past and current) to determine overall marketing strategy and determine campaign efficiency for events and projects;*
4. *Update and maintain all database relevant to item no. 3 (e.g. tourist arrivals at the Historical Core, Historical Core Contracts)*
5. *Develop marketing strategies and materials for events and projects through but not limited to JHMC website and social media;*
6. *Communicate marketing plans, campaign results and project recommendations to management, when necessary;*
7. *Assist in contract management activities of the department;*
8. *Perform other functions that maybe assigned from time to time.*

QUALIFICATION STANDARDS

Education	Bachelor's degree relevant to the job
Experience	Minimum of one (1) year relevant experience
Training	At least sixteen (16) hours relevant training
Other Requirement	Basic Computer Operations, knowledgeable om Microsoft Office applications (Word, Excel, PowerPoint, etc) Good communication skills Basic lay-outting skills, basic graphic design skills

All interested applicants are requested to submit their **Application Letter, Personal Data Sheet (CSC Downloadable form) with Photo and Transcript of Records in PDF File (do not submit other documents not being requested) through our official email address** indicating the position you are applying for as the subject on or before **23 April 2022** to:

THE SELECTION COMMITTEE

Attention: **Mr. Danny B. Latawan**, HR Manager

John Hay Management Corporation, 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 18-APR-2022
OPCEO-0805
President and CEO