

[NOV-102022-88 6th 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**

Salary: **Job Level 8, PhP 678.20/day**

Status: **Project-based Employee**

**GENERAL DUTIES AND RESPONSIBILITIES**

*Assist the Business Development and Marketing Assistant to design and execute a lead generation program for JHMC to include utilization of research on tourism – related demands.*

*Assist in the development and writing of marketing materials such as plans, recommendations and presentations.*

*Analyze data (past and current) to determine overall marketing strategy and determine campaign efficiency for events and projects.*

*Update and maintain all database relevant to item no. 3 (e.g. tourist arrivals at the Historical Core, Historical Core Contracts)*

*Develop marketing strategies and materials for events and projects through but not limited to JHMC website and social media;*

*Communicate marketing plans, campaign results and project recommendations to management, when necessary;*

*Perform other functions that maybe assigned from time to time.*

**QUALIFICATION STANDARDS**

|                          |  |
|--------------------------|--|
| <b>Education</b>         | Bachelor's degree relevant to the job  |
| <b>Experience</b>        | Minimum of one (1) year relevant experience  |
| <b>Training</b>          | At least sixteen (16) hours relevant training  |
| <b>Other Requirement</b> | Knowledgeable on Microsoft Office applications (Word, Excel, PowerPoint, etc)<br>Good communication skills<br>Basic lay-outing 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 **25 October 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](mailto:mgmt@jhmc.com.ph)

Visit our website at: [www.jhmc.com.ph](http://www.jhmc.com.ph)

**EXTERNAL POSTING**



**ALLAN RAZON GARCIA** 20-OCT-2022  
President and CEO OPCEO-2220