



**Tigo Finance** is a leading fintech company in the region, providing a scope of financial services, including payday and consumer loans. Based on the proven experience and achievements in the industry with headquarters in Skopje the company aims to offer microfinance services to private individuals with the simplest, quickest and most convenient borrowing process for the customer.

Is it as important to you as it is for us to continually improve your professional skills, your career promotion, and your work life balance, while working with highest level of satisfaction? With us, you can live every day all these values.

Our employees are our most valuable assets, and they make Tigo an amazing place to learn, work and shape our future. We want every day to feel like an opportunity and to be surrounded by optimism and creativity.

We are looking forward to meeting our new colleague, and we truly believe that you will be a very valuable team member who will bring new professional competencies to our company. Join us as:

### **PR and Marketing Communications Specialist**

We are hiring a **PR and Marketing Communications Specialist** that will enrich company's creative environment and will contribute towards successful realization of the PR and marketing strategy. The ideal candidate would possess strong content creations skills, brand development passion, as well as event organization skills. The PR and Marketing Communications Specialist reports to the Head of Marketing and PR.

The right candidate for this position is proactive, flexible and results-oriented, in order to build a successful company, while having a positive attitude in providing exceptional services to our customers.

#### **The position includes:**

- Active participation in the development and implementation of the marketing strategy and PR in accordance with the existing strategic activities
- Implementation of a strategy for local marketing activities in the cities where we have branches
- Proposing and developing ideas for creative PR and marketing campaigns
- Coordination with creative agencies and PR agencies regarding guidelines for the production of all types of communication materials
- Organization, participation and control of events and promotional activities
- Writing press releases, PR texts and other content to communicate with a wider audience
- Collection and analysis of media coverage;
- Writing and editing texts for magazines, speeches, articles, etc .;
- Analysis and research of market trends, customers and target audiences in order to improve existing services, as well as provide ideas for the introduction of new
- Monitoring, measuring, evaluating and reporting on the success of all activities related to PR and marketing strategy and advancing future strategies
- Cost control
- Execution of administrative work required for the smooth functioning of the department
- Adherence to standards for brand communication, adherence to work procedures, efficient time management and efficient execution of obligations.

#### **Candidate profile:**

- University degree, areas: Marketing, Business Administration, Public Relations, Integrated Communications
- Previous experience in the field of marketing and PR communications of at least 1 year, with examples of successful projects and proven results;
- Extremely creative person with strong creative writing skills
- Excellent knowledge of MS Office;
- Excellent knowledge of English
- Strong analytical skills, ability to monitor, analyze and report results and make recommendations for optimization and improvement;
- Ability to function in a dynamic environment, initiative and ability to perform multiple tasks;
- Good organization and attention to detail
- Communication and presentation skills
- Flexibility and team spirit

**The Company will provide:**

- Attractive salary package;
- Top of the line technology for professional usage;
- Career development and continuous upgrading through various training opportunities and know-how;
- Wellness programs and discount benefits constantly updated by HR department;

If you think you are a real candidate who can build a solidly focused organizational culture, please send your CV in English with notice for the position “PR and Marketing Communications Specialist” by sending email to [vrabotuvanje@tigo.mk](mailto:vrabotuvanje@tigo.mk)

The selection will be made in accordance with the conditions and deadlines in the Law on Labor Relations. TIGO Finance reserves the right not to select any candidate.

Upon application, the candidate agrees that his / her personal data listed in the CV and cover letter should be stored in the database and processed by TIGO Finance within 1 year from the date of expiration of the selection deadline. The candidate has the right at any time to withdraw the given consent for storage and processing of his personal data in accordance with the Law on Personal Data Protection.

The company is committed to creating a diverse environment and is proud to be an equal opportunity employer.

Please note that only selected candidates will be further contacted for interview

**Financial company TIGO Finance DOOEL Skopje**