

Marketing Officer

Kabul, Kabul District, Kabul Province, 1001,
Afghanistan

Phone :

Web :



Job Summary

Vacancy :

Deadline : May 31, 2025

Published : Apr 19, 2025

Employment Status : Full Time

Experience : Any

Salary : Based on office policy

Gender : Any

Career Level : Any

Qualification :

Job Description

About Noori Printing Press:

Noori Printing Press has been a recognized leader and innovator in the printing industry for over 10 years in Afghanistan. Specializing in on-demand quick printing, our over office in across Kabul City consistently meet and exceed our Customers expectations for reliability, speed, and service.

N.P.P was established in Kabul in 1999, the company was named as Noori Printing Press(N.P.P), now specializes in the production of daily newsprints and other looseleaf publications, magazines targeting various segments of the Afghanistan, perfect bound books and journals, commercial and packaging printing in different languages and styles in line with international standards.

Job Description:

The Marketing Officer will be responsible for planning, executing, and overseeing marketing campaigns aimed at promoting the printing press services and products. This role will involve strategic planning, market research, digital marketing, and direct outreach to attract new clients, increase sales, and build long-term relationships within the printing and design industry. The ideal candidate will have a strong understanding of the printing press industry and marketing principles, as well as creative and analytical skills.

Key Responsibilities:

- **Develop and Execute Marketing Strategies:** Plan and implement marketing strategies to promote the company's printing services, including brochures, flyers, banners, digital marketing, and other promotional materials.
- **Brand Management:** Oversee the company's brand identity and ensure consistency across all marketing channels, ensuring that the messaging aligns with the company's vision and values.
- **Content Creation:** Create engaging content (articles, blog posts, newsletters, social media posts, etc.) to promote services and engage with current and potential clients.
- **Digital Marketing:** Manage the company's website, social media accounts, and email marketing campaigns. Monitor and analyze website traffic, lead generation, and other KPIs to optimize marketing strategies.
- **Client Relationship Management:** Develop and nurture relationships with clients, prospects, and vendors to maintain a strong network and ensure customer satisfaction.
- **Market Research and Analysis:** Conduct market research to identify new opportunities, emerging trends, and competitor analysis to stay ahead in the industry.
- **Advertising and Promotions:** Plan and execute offline and online advertising campaigns to increase brand awareness and attract potential clients. Collaborate with external agencies or partners if needed.
- **Event Management:** Assist with organizing or attending industry events, trade shows, and conferences to build relationships and promote the company's services.
- **Sales Support:** Work closely with the sales team to provide them with marketing materials, insights, and strategies that will help them meet their targets.
- **Budget Management:** Monitor and manage the marketing budget to ensure effective allocation of resources.

Job Requirements:

- **Education:**
 - Bachelor's degree in Marketing, Business, Communications, or a related field.
- **Experience:**
 - Minimum of 2-3 years of experience in marketing, preferably in the printing, design, or related industry.
 - Experience with digital marketing tools (Google Ads, SEO, social media platforms, etc.) is a plus.
- **Skills:**
 - Expertise in digital marketing tools and platforms (Google Ads, Facebook/Meta Ads, SEO, Email Marketing)
 - Strong understanding of content strategy, campaign management, and brand positioning
 - Excellent written and verbal communication skills in English (Dari and/or Pashto is a strong plus)
 - Experience with analytics tools (Google Analytics, Search Console, Meta Business Suite)
 - Ability to lead cross-functional teams, manage multiple projects, and meet deadlines
 - Familiarity with the Afghan real estate market or regional user behavior is a plus
- **Personal Traits:**
 - Detail-oriented with a strong focus on results.
 - Self-motivated and proactive, with a strong ability to work independently.
 - Ability to work in a fast-paced environment and manage changing priorities.
- **Additional Requirements:**
 - Knowledge of Adobe Creative Suite (Photoshop, Illustrator) is a plus, but not required.
 - A passion for the printing industry and a willingness to learn and adapt to new marketing technologies and trends.

Submission Guideline:

How to Apply

If you have **less than 3 years of experience**, please **do not apply**

Qualified candidates should send their **CV** and any relevant **portfolio materials, case studies, or campaign samples** to: [\[noori.ppress@gmail.com\]](mailto:noori.ppress@gmail.com).

Subject Line: Marketing Officer

Kindly include references from your previous workplaces in your CV.

Note: Only applicants who follow the subject line instructions and submit a complete application will be considered.

Application Process

1. Initial screening of CVs and supporting materials
2. Interview with marketing and executive leadership
3. Final decision and job offer

Submission Email:

noori.ppress@gmail.com , noori_press@yahoo.com

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
