

OVERVIEW & JOB OBJECTIVE					
Job Title	Marketing Officer	Pay Range (Annual Gross)	2.3m- 2.9m	Location	Lagos, Head Office
Grade Level	Officer				
<b>Background:</b>  The CIPM is the umbrella Association for Practitioners of People Management with the vision to be the Institute of Choice for People Management.  At the CIPM: We care for our People We partner to build their Careers and Together we strive for EXCELLENCE “We focus on building people, so our people will focus on building our Institute”  <b>The purpose of this job shall be to:</b> <ul style="list-style-type: none"><li>The Marketing job role exists for creating awareness to potential members to join the Institute as well market the Institute Learning Programs and Events to increase the financial base of the Institute and promote professionalism at work place. The job holder is responsible for driving growth in sales for the Institute.</li></ul>					
<b>EQUAL OPPORTUNITY STATEMENT</b>					
CIPM is an equal opportunity workplace and an affirmative action employer. We encourage applications from suitable candidates, irrespective of gender, physical ability/disability, color, tribe, race, religion, marital status, pregnancy or other status protected under the law.					
<b>REPORTING RELATIONSHIPS</b>					
Reports to	Team Lead, Commercial and Business Market Development		Supervises	None	
<b>JOB DUTIES / RESPONSIBILITIES / ACCOUNTABILITIES</b>					
Internally Relates with	<ul style="list-style-type: none"><li>All staff</li></ul>		Externally Relates with	<ul style="list-style-type: none"><li>All members,</li><li>Corporate clients.</li><li>Stakeholders/ Partners</li></ul>	
<b>PRINCIPAL ACCOUNTABILITIES &amp; RESPONSIBILITIES</b>					
Market Development	<ul style="list-style-type: none"><li>Grow Student registration with the Institute by driving more MOUs with Tertiary Institutions (Universities, Polytechnics, Colleges of Education etc.).</li><li>Conduct student sensitization sessions through the State Chapters &amp; Branches; collaboration with Schools for Creation of Campus runs and HR Clubs; Partner with the NYSC and Collaborate with Private Secondary schools (for foundation programs).</li><li>Responsible for obtaining sponsorship and registration for the Institute’s high-profile events.</li><li>Responsible for driving growth in terms of member applications via NYSC Corp Members.</li><li>Responsible for driving sales for the Institute’s Virtual Learning Hub (VLH) and other Learning Programs.</li><li>Collaborate with Zonal Officers in publicizing the Institute’s membership.</li><li>Leverage on social media on (emails, SMS, phone calls etc.) for reaching out to prospective inductees and for general publicity of the Institute.</li></ul>				

	<ul style="list-style-type: none"><li>• Leverage on our previous contact of attendance and our database for publicity of the Institute.</li><li>• Liaise with the Learning &amp; Consulting Team in reaching HR &amp; non-HR Practitioners to attend our Learning Programme.</li><li>• Leverage on social media handles (Phone calls, email, Facebook etc.)</li><li>• Collaborate with Stakeholders to develop new services/products to different segments of the market.</li><li>• Develop strategies for executing price segmentation for services and products for the different markets at the National, Regional and Global levels.</li><li>• Develop sales and marketing strategies to ensure the Institute’s services and products are competitive in the global market.</li><li>• Drive the marketing and sales of the Institute’s services and products to ensure increase on the Institute revenue year on year.</li><li>• Drive sponsorship, exhibition, and adverts to improve brand loyalty and financial base of the Institution at the Institute's paid high-profile events</li></ul>
KEY PERFROMANCE INDICATORS	
Operational Targets	<ul style="list-style-type: none"><li>• Lead Generation &amp; Conversion</li><li>• Brand Awareness &amp; Visibility</li><li>• Campaign Execution</li><li>• Product Marketing &amp; Support</li><li>• Market Research &amp; Competitive Intelligence</li><li>• Customer Acquisition &amp; Retention</li></ul>
PERSON SPECIFICATION	
Knowledge, Technical Skills and Attitudes	
<p><b>1. Building Collaborative Relationships:</b> The ability to develop, maintain, and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support to the business.</p> <ul style="list-style-type: none"><li>- Ability to develop and maintain a vibrant, long-term network of relationships with individuals from multiple constituencies.</li><li>- Has a successful track record of developing, managing, growing, and institutionalizing complex relationships on behalf of the company.</li></ul> <p><b>2. Communication:</b> The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.</p>	<p><b>3. Emotional intelligence</b> – being able to understand and manage your own and others’ emotions, and their effect on behaviors and attitudes.</p> <p><b>4. Customer Orientation:</b> The ability to demonstrate concern for satisfying one’s external and/or internal customers.</p> <p><b>5. Achieving results:</b> Sets realistic targets for himself/herself and for the team; ensures availability of resources and supports staff members in achieving results. Monitors progress and performance; evaluates achievements and integrates lessons learned.</p>
Experience	
<ul style="list-style-type: none"><li>• Bachelor’s degree in social sciences, Arts, Business management, Personnel/HR management, or related discipline.</li></ul>	
Qualifications	



1. Minimum of 2-5 years' experience in high level administration management, customer service/customer relations management, human resource management, Change/Project Management and HR Consulting.		2. Professional membership of CIPM is an added advantage.	
<b>Other Requirements</b>			
Proficient in the use: Computer Literate: Excel, Word, Outlook and PowerPoint.			
<b>PHYSICAL REQUIREMENTS</b>			
<b>Location</b>	Office Based <input type="checkbox"/>	Both Office & Field Based ✓	
<b>Travel</b>	None <input type="checkbox"/>	0% - 30% ✓	31% - 60% <input type="checkbox"/>
<b>Work Cycle/Days</b>	Mondays – Fridays		

### Application Process

- Method of Application: Send your CV quoting appropriate Job Title to: [recruitment@cipmnigeria.org](mailto:recruitment@cipmnigeria.org)
- Application **Deadline to submit CV: Thursday, February 5<sup>th</sup>, 2026. Only shortlisted candidates will be contacted.**
- Remuneration: We value our employees, and the role comes with attractive compensation, benefits and a great work environment.