



Job Title: Marketing Officer

Organisation: TY Danjuma Foundation

Location: Abuja, Nigeria

Job Type: Full-time

Job Summary:

The Marketing Officer will be responsible for developing and executing comprehensive marketing strategies to promote the TY Danjuma Foundation office building, with a primary focus on ensuring continuous public usage of the ground-floor conference and event rental spaces. This role will also support the overall branding and visibility of the Foundation and its facilities, including the rooftop restaurants, as a unique selling proposition for the building. The ideal candidate will be a creative, results-oriented, and digitally savvy professional with a strong understanding of the events and hospitality market.

Key Responsibilities:

1. Conference & Event Space Marketing (Primary Focus):

- Develop and implement a robust marketing plan to attract a diverse range of clients (corporate, NGOs, government, and private individuals) for the ground-floor conference and event spaces.
- Identify key markets and develop tailored marketing campaigns to reach them.
- Create compelling marketing collateral, including brochures, presentations, online listings, virtual tours, and promotional videos, showcasing the features and benefits of the spaces.
- Manage and optimise the online presence for the conference spaces, including on third-party event booking platforms, and social media channels.
- Implement SEO/SEM strategies to increase visibility and bookings.
- Plan and execute promotional events and facility tours for potential clients.
- Develop competitive pricing strategies and package deals for conference rentals.
- Monitor market trends and customer feedback to adapt marketing strategies.
- Generate leads and follow up on enquiries, working closely with the relevant team members (e.g., Facility Manager) to convert leads into confirmed bookings.
- Track and analyse marketing campaign performance, providing regular reports on KPIs (e.g., occupancy rates, revenue generation, and lead conversion).

2. Digital Marketing & Content Creation:

- Manage and update content on the Foundation's website sections related to the building, conference spaces, and rooftop restaurants.
- Develop engaging content for social media platforms (LinkedIn, Instagram, X, Facebook, etc.) to highlight the building's features and successful events.
- Create email marketing campaigns to nurture leads and maintain engagement with past clients.
- Use analytics tools to measure campaign effectiveness and optimise strategies.

3. Branding & Communications Support:

- Ensure consistent branding and messaging across all marketing materials for the building and its amenities.
- Collaborate with the Foundation's communications team to align building marketing efforts with overall organisational branding and mission.
- Develop testimonials and case studies from satisfied clients.
- Assist in promoting the rooftop restaurants as part of the overall building appeal, potentially highlighting special events or offerings that could drive traffic to the conference spaces.

4. Partnership & Networking:

- Build and maintain relationships with event planners, corporate clients, hospitality associations, and relevant industry stakeholders.
- Identify potential partnerships and collaborations to expand market reach.
- Represent the Foundation at industry events, trade shows, and networking functions.

5. Market Research & Reporting:

- Conduct market research to identify new opportunities, understand customer needs, and stay abreast of industry best practices.
- Prepare regular reports on marketing activities, expenditures, and their impact on bookings and revenue.
- Provide insights and recommendations for the continuous improvement of marketing efforts.

Qualifications:

- A bachelor's degree in marketing, communications, business administration, hospitality management, or a related field is required.

- A minimum of five (5) years of proven experience in marketing, with a significant focus on events, hospitality, conferences, or commercial property promotion.
- Demonstrable experience in digital marketing, including SEO/SEM, social media management, email marketing, and content creation.
- Strong portfolio of marketing materials and campaigns managed.
- Good understanding of the events and corporate meeting industry in Nigeria.
- Proficient in marketing software and tools (email marketing platforms, social media management tools, graphic design basics—Canva, Adobe Spark, etc.).
- Strong analytical skills and experience with data-driven marketing.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Creative thinking and ability to develop innovative marketing campaigns.
- Strong interpersonal skills and ability to build rapport with clients and partners.
- Self-motivated, proactive, and results-oriented with the ability to manage multiple projects simultaneously.

Working Conditions:

- The position will primarily be office-based within the TY Danjuma Foundation building.
- The job may occasionally require travel to industry events, client meetings, or networking functions.
- Events or urgent marketing campaigns may occasionally require work beyond regular business hours.

How to Apply:

Interested candidates should send an application letter and their curriculum vitae to jobs@tydanjumafoundation.org on or before midday on October 29, 2025.