



# REPUBLIC OF LIBERIA

## LIBERIA SPECIAL ECONOMIC ZONES AUTHORITY

### (LSEZA)

Old Road VP Road  
Monrovia Liberia



## VACANCY ANNOUNCEMENT: BRANDING & MARKETING ASSISTANT

The Liberia Special Economic Zone Authority (LSEZA) is mandated to promote, regulate, and develop Special Economic Zones (SEZs) in Liberia. SEZs are designated areas with specific economic regulations that differ from or are more favorable than those elsewhere in the country.

Against this background, the Liberia Special Economic Zones Authority (LSEZA) is seeking applications from qualified individuals for the position of **Branding & Marketing Assistant** will be responsible for the development and execution of marketing strategies that enhance the Authority's brand identity, increase brand awareness, and promote its products or services. The **Branding & Marketing Assistant** will help shape the public perception of a company by maintaining brand integrity across all company marketing initiatives and communications by designing, implementing, and monitoring effective brand marketing strategies that align with the Authority's goals.

### DUTIES AND RESPONSIBILITIES

The Branding & Marketing Assistant will be responsible for:

- Develop and implement brand marketing strategies that increase brand awareness and market share
- Coordinate with other teams (Operations, Regulations, etc.) to ensure brand consistency
- Analyze brand performance and market trends to provide actionable insights
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, TV, press, etc.)
- Measure and report on the performance of marketing campaigns

### QUALIFICATIONS

- A minimum period of two (2) years relevant work experience at senior level.
- Bachelor Degree in Communication, Public Relations, Public Administration or related Field
- Proficiency in computer applications.

### KNOWLEDGE AND SKILLS

- Content writing experience for all media platforms.
- Excellent writing and presentation skills in English; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively, proven ability to work in a collaborative and multi-stakeholder team environment
- Must have a demonstrative ability to initiate, plan, and complete long-range tasks.
- Must be able to work with and manage a broad variety of staff to foster consensus and lead change
- Must be able to handle multiple competing priorities and meet deadlines
- Excellent interpersonal skills and ability to work with and build teams.
- Excellent working knowledge in soft skills (Microsoft Word, Excel, Power Point, Access).
- Ability to make sound decision using established policies
- Ability to review and manage other's work and ability to work under pressure
- Ability to perform a variety of required computer application skills to effectively coordinate and organize a multitude of tasks required.

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- Ability to expedite and effectively manage a large volume of records.
- Possess strong appreciation for team work Ability to communicate effectively both orally and writing.

## **HOW TO APPLY**

Complete application package must be submitted no later than April 28th , 2025, at 5:00 p.m. and shall include the following:

1. A one or two page typed application letter summarizing why you believe you are the most qualified for the position;
2. A complete curriculum vitae which will include the names and contact details, three references that can attest to your professional qualification, character, integrity and/or work experience;
3. Documentations i.e., copies of degrees and certificates that address the minimum requirements of the position

All applications must be sent via soft or hard copy and addressed to:

**The Manager, Human Resources & Administration  
Liberia Special Economic Zones Authority  
VP Road, Old Road  
Monrovia, Liberia**

**Or by Email: [hr@liberiaseza.gov.lr](mailto:hr@liberiaseza.gov.lr) with the job title as Subject**