



**Job Title: Marketing Director**

**Organization: Congolese Chamber of Commerce in Ireland (CCCIRL)**

**Location: Ireland**

**Reports to: Board of Directors**

### **Role Overview:**

The Marketing Director of the Congolese Chamber of Commerce in Ireland (CCCIRL) is responsible for developing and executing marketing strategies that promote CCCIRL's trade, investment, and business development initiatives. This role focuses on brand positioning, membership growth, event promotion, and digital marketing, ensuring CCCIRL's mission is effectively communicated to key stakeholders in Ireland and the Democratic Republic of Congo (DRC).

### **Key Responsibilities:**

- **Strategic Marketing & Branding:** Develop and implement marketing campaigns to enhance CCCIRL's visibility and reputation as a leading business platform.
- **Membership & Partnership Growth:** Design outreach strategies to attract businesses, investors, and strategic partners, driving a 20% increase in engagement.
- **Event Promotion:** Oversee marketing efforts for trade missions, networking events, and business forums, maximizing participation and impact.
- **Digital & Social Media Strategy:** Manage CCCIRL's website, social media, and digital content, ensuring strong online engagement and brand awareness.
- **Market Research & Insights:** Analyze business trends, investment opportunities, and trade data to align marketing strategies with CCCIRL's objectives.

### **Qualifications & Skills:**

- Proven experience in marketing, business development, or digital communications, preferably in international trade or economic development.
- Strong ability to develop and execute brand strategies, digital campaigns, and market research initiatives.



- Expertise in social media, content marketing, and data-driven decision-making.
- Excellent stakeholder engagement and partnership-building skills.
- Knowledge of diaspora engagement, FinTech, and trade marketing is a plus.

**Impact & Growth Contribution:**

The Marketing Director will play a key role in achieving CCCIRL's 20% growth target, increasing its brand presence, membership base, and trade opportunities through innovative marketing strategies.