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Coca Cola Recruitment Portal 2025/2026 Application

Description

Coca-Cola is seeking a dynamic and experienced Marketing Manager to join our innovative and fast-paced team. As a Marketing Manager, you will play a key role in developing and implementing marketing strategies that drive brand awareness, consumer engagement, and overall business growth. This is an exciting opportunity for a creative and strategic thinker to contribute to the success of one of the world's most iconic brands.

Responsibilities

- Develop and execute comprehensive marketing plans to achieve brand objectives and business goals.
- Collaborate with cross-functional teams to ensure alignment of marketing strategies with overall business objectives.
- Lead the development of integrated marketing campaigns across various channels, including digital, social media, and traditional platforms.
- Conduct market research to identify trends, consumer preferences, and competitor activities to inform marketing strategies.
- Manage and analyze key performance indicators (KPIs) to measure the success of marketing initiatives and adjust strategies accordingly.
- Oversee the creative development of marketing materials, ensuring alignment with brand guidelines.
- Build and maintain relationships with external partners, agencies, and key stakeholders.
- Stay current with industry trends and emerging technologies to drive innovation in marketing initiatives.
- Manage the marketing budget and allocate resources effectively to maximize ROI.
- Provide leadership and mentorship to the marketing team, fostering a collaborative and results-driven culture.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field. MBA is a plus.
- Proven experience as a Marketing Manager or in a similar role, with a track record of successful marketing campaigns.
- Strong understanding of consumer behavior, market dynamics, and industry trends.
- Excellent communication and interpersonal skills, with the ability to influence and collaborate across functions.
- Demonstrated ability to think creatively and strategically to solve complex business challenges.
- Proficient in data analysis and use of relevant marketing tools and platforms.
- Leadership skills with the ability to inspire and motivate a team.
- Ability to thrive in a fast-paced and dynamic environment.

Job Benefits

Hiring organization

Coca Cola

Employment Type

Full-time

Industry

Food and Beverage Services

Job Location

Ikoyi, Lagos 106104, Lagos, Nigeria, 106104, Ikoyi, Lagos, Nigeria

Working Hours

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Date posted

June 30, 2025

Valid through

17.12.2026

- Competitive salary and performance-based bonuses.
- Comprehensive health and wellness benefits, including medical, dental, and vision coverage.
- Retirement savings plans and employee stock options.
- Professional development opportunities and ongoing training programs.
- Employee discounts on Coca-Cola products and affiliated brands.
- Work-life balance initiatives, including flexible work arrangements.

Contacts

Interested candidates should submit their resume, cover letter, and a portfolio of relevant work to the Coca-Cola Recruitment Portal. Visit our website at www.cocacolarecruitment.com to create an account and complete the online application form. Only shortlisted candidates will be contacted for interviews.

Coca-Cola is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Join us in shaping the future of one of the world's most beloved brands!