

## Diageo Requirements | Apply Online Form 2025

### Description

We are seeking a highly motivated and creative Marketing Specialist to join our dynamic team at Diageo. As a Marketing Specialist, you will play a key role in developing and executing marketing strategies to promote our renowned portfolio of beverage brands. This position offers an exciting opportunity to contribute to the growth of a global leader in the beverage industry.

### Responsibilities

- **Marketing Strategy Development:** Collaborate with cross-functional teams to create comprehensive marketing strategies that align with Diageo's business objectives.
- **Campaign Execution:** Execute end-to-end marketing campaigns, including planning, creative development, implementation, and performance analysis.
- **Brand Management:** Oversee the positioning and messaging of Diageo's brands to ensure consistency and relevance in the market.
- **Market Research:** Conduct market research to identify trends, consumer preferences, and competitive landscape to inform marketing strategies.
- **Digital Marketing:** Utilize digital channels to enhance brand presence, including social media, email marketing, and other online platforms.
- **Event Management:** Plan and execute events to promote Diageo brands, collaborating with internal and external stakeholders.
- **Collaboration:** Work closely with sales, product development, and other teams to ensure integrated and cohesive marketing efforts.

### Qualifications

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in marketing roles, preferably in the beverage or consumer goods industry.
- Strong understanding of marketing principles, branding, and digital marketing trends.
- Excellent communication and interpersonal skills.
- Creative thinking and problem-solving abilities.
- Ability to work effectively in a fast-paced, dynamic environment.
- Proficiency in Microsoft Office and marketing software/tools.

### Job Benefits

- Competitive salary
- Health and wellness programs
- Retirement savings plan
- Professional development opportunities
- Employee discounts on Diageo products
- Comprehensive health insurance coverage

### Contacts

#### Hiring organization

Diageo

#### Employment Type

Full-time

#### Industry

Beverage Manufacturing

#### Job Location

Cocoa Industries Rd, 101233, Lagos, Lagos, Nigeria

#### Working Hours

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#### Date posted

January 25, 2026

#### Valid through

01.01.2026

To be considered for this exciting opportunity, please complete the online application form on our official website. Ensure that you provide a detailed resume, a cover letter highlighting your relevant experience, and any other supporting documents.

Visit [Diageo Careers Page](#) to access the online application form and submit your application today!

Diageo is an equal opportunity employer and values diversity in the workplace. We encourage all qualified individuals to apply.