

# Marketing Assistant

We are a dynamic and rapidly growing company in need of a Marketing Assistant to join our team. We specialize in providing high-quality products/services to our customers and strive to maintain a strong online and offline presence. As a Marketing Assistant, you will play a crucial role in supporting our marketing efforts, both in the digital space and through traditional channels.

## Key responsibilities:

- **Online Marketing Support:**
  - Assist in the development and execution of digital marketing campaigns across various platforms such as social media, email marketing, content creation, and website management.
  - Conduct market research and competitive analysis to identify trends, opportunities, and best practices for online marketing.
  - Monitor and analyze key performance indicators (KPIs) to measure the effectiveness of online campaigns and generate reports to share insights and recommendations.
- **Offline Marketing Support:**
  - Assist in planning and organizing offline marketing activities, including events, trade shows, and conferences.
  - Coordinate with vendors, suppliers, and external agencies to ensure seamless execution of offline marketing initiatives.
  - Maintain inventory of marketing collateral, promotional materials, and merchandise.
- **Content Creation and Management:**
  - Create compelling and engaging content for various channels, including website, blog, social media, and print materials.
  - Collaborate with the marketing team to develop content strategies aligned with the company's brand and objectives.
  - Ensure content consistency and adherence to brand guidelines across all marketing channels.

- **Customer Relationship Management (CRM):**
  - Assist in managing the company's CRM system, including data entry, updates, and segmentation.
  - Support the development and implementation of customer retention and loyalty programs.
  - Collaborate with the customer service team to address customer inquiries and feedback.
- **Reporting and Analysis:**
  - Collect and analyze marketing data to generate reports and provide actionable insights.
  - Monitor campaign performance and conduct A/B testing to optimize marketing strategies.
  - Stay updated on industry trends and emerging marketing technologies/tools to suggest innovative approaches for continuous improvement.

### **Requirements:**

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Proven experience in digital marketing and familiarity with online platforms, social media, and email marketing.
- Strong written and verbal communication skills with the ability to create compelling content.
- Proficiency in using marketing tools such as CRM systems, Google Analytics, and social media management platforms.
- Detail-oriented and highly organized, with the ability to manage multiple projects simultaneously.
- Analytical mindset with a data-driven approach to decision making.
- Ability to work collaboratively as part of a team, as well as independently when required.
- Creativity, adaptability, and a proactive attitude towards problem-solving.

If you believe you meet the above requirements and are excited about the opportunity to drive technical innovation and growth in a dynamic and fast-paced environment, please get in touch with us. We look forward to hearing from you.