



Marketing Assistant Job Description

Basic Function

The main purpose of the Marketing Assistant role is to assist and implement all marketing strategies by developing various elements essential for the growth of a company. They mainly focus in planning and market research to develop their marketing strategies. A marketing assistant generally works under the Marketing Manager or the CEO and carries out several tasks to facilitate campaign drives for the company and to organize events. Marketing assistant role is to support and manage the business efficiently.

Responsibilities

- Completing sales-related and marketing administrative projects that include running marketing and sales reports, conducting research on company and other assignments in database.
- Providing assistance in terms of logistics to events like workshops and conferences
- Assisting in writing and editing sales and marketing materials, which include articles, presentations, brochures, flyers and collateral.
- Providing assistance in creating and enhancing strategies and formats for workshops and conferences.
- Developing media and sponsorship packages as well as conducting conferences and trade shows.
- Serving as liaison between the company and print suppliers, graphic designer and various marketing services.
- Preparing press releases and event announcements.
- Assisting in promotional strategies and product development.
- Preparing invitations, event agenda, track payments or refunds and registration forms for events.
- Generating event passes, thank you letters, form letters for mailing mass brochures to the company prospective customers.
- Managing marketing and media event budgets and arranging preparatory meetings for workshops and conferences.
- Validating and fulfilling request for information and marketing, tracking mails and requests.



Social Business Earth

- Providing marketing tracking and researching information by collecting, analyzing, and summarizing data and trends.
- Identifying potential customers for the company.
- Keeping the marketing database up-to-date, importing new data and updating records.
- Executing market analysis and studies on target groups, clients and competition for the company .
- Being responsible for the online marketing (advertising) in order to deliver promotional marketing messages to potential customers/investors.
- Contributing ideas for improving marketing standards and processes.
- Accomplishing marketing and organization mission by completing related results as needed.

Personal Attributes

- Possess skills in project management.
- Knowledge of marketing principles.
- Understand new technologies and applying to marketing principles.
- Excellent copyright skills and able to rework on technical aspects for a broad range of audience.
- Effective presentation skills and acquire market information and answer to questions from team of managers, members, clients and public.
- Capable of writing reports, procedures and business correspondence.
- Ability to work individually and on self-driven projects.
- Effective performance equivalent to all levels of employees.
- Demonstrate ability to solve problems, analyze systems and data and suggest appropriate solutions.
- Well built skills in organization, prioritization and time management.
- Should have product awareness and customer.
- Work under pressure to meet project deadlines and minute attention to detail.
- Attention to every information and accuracy in performance.
- Highly self-motivated individual.
- Fluent in English
- Knowledge of Italian, German or French is a plus.

Education and Qualification

- Associate's degree in business administration or marketing.
- Bachelor's degree in business administration or marketing.
- Diploma from an accredited university.



Social Business Earth

The duties laid down in this job description may change following a review.