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| **JOB DESCRIPTION** |
| **DATE:**  |
| COMPANY: |  | JOB TITLE: | MARKETING ASSISTANT |
| DEPARTMENT: |  | CURRENT INCUMBENT: |  |
| DIRECT SUBORDINATES: |  | INDIRECT SUBORDINATES: |  |
| BRIEF DESCRIPTION: | The post of a marketing assistant consists of assisting and implementing all marketing strategies. It also focuses mainly on planning and market research to develop the marketing strategies, and supporting and managing the business efficiently. |
| QUALIFICATIONS & REQUIREMENTS: | * Bachelor’s degree in business administration or marketing;
* 5 to 7 years of experience *in re*lated field;
* Possess the following skills: effective presentation, report writing and ability to work individually.
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| COMPETENCIES: | * Analytical Thinking — Job requires analysing information and using logic to address work-related issues and problems.
* Attention to Detail — Job requires being careful about detail and thorough in completing work tasks.
* Initiative — Job requires a willingness to take on responsibilities and challenges.
* Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations.
* Achievement/Effort — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
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| TASKS: | * Assist in promotional strategies and product development;
* Assist in writing and editing sales and marketing materials, which include articles, presentations, white papers, and collateral;
* Complete sales-related and marketing administrative projects that include running marketing and sales reports, conducting research on company and other assignments in database;
* Develop media packs as well as conduct conferences and trade shows;
* Generate trade show passes, thank you letters, form letters for mailing mass brochures to prospective customers;
* Maintain project tracking spreadsheets and business line marketing calendars;
* Manage marketing and media event budgets and arrange preparatory meetings for trade shows and seminars;
* Prepare invitations, event agendas, track payments or refunds and registration forms for events;
* Prepare press releases, company newsletter and event announcements;
* Provide administrative aid for various projects related to the market, which includes project meeting schedules, minutes of a meeting, transcribe notes and compose memos;
* Assist in creating and enhancing the campaign list;
* Assist regarding logistics to events like seminars and trade shows;
* Provide personal and administrative support to directors. The support includes running errands, coordinating travel arrangements, preparing appointments and agendas;
* Serve as liaison between advertising agencies and the company, print suppliers, freelance talent, and various marketing services;
* Update company headlines and news in the corporate website;
* Validate and fulfil request for information and marketing, tracking emails and requests.
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| LINES OF COMMUNICATION: | SPECIFY |
| WORKING CONDITIONS: |  Indicate whether the position is half time or full time. List any unique working conditions such as hours etc. |
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| SIGNATORIES: |  |
|  | NAME: | DATE: | SIGNATURE: |
| INCUMBENT: |  |  |  |
| LINE MANAGER: |  |  |  |
| HR MANAGER: |  |  |  |