

## JOB DESCRIPTION

<b>Job Title</b>	Marketing Assistant	<b>Job Reference No.</b>	
<b>Department</b>	Sales & Strategy	<b>Created / Revised</b>	January 2023
<b>Reports to</b>	Assistant Manager, Marketing	<b>Staff Supervised</b>	-

Type of position:       Full-time       Part-time       Contract       Intern

**JOB SUMMARY:** The Marketing Assistant is responsible for supporting the Sales & Strategy department in all aspects of the marketing mix. This includes helping with market research, creating marketing materials, assisting with events, promotions, maintaining the company's social media presence, helping to develop and implement marketing strategies, as well as analyzing the success of marketing campaigns.

### ACCOUNTABILITIES

- Maintain social media accounts, including the development and management of social media calendars.
- Respond to online customer queries, providing reports on online engagement.
- Assist with the development of content creation for various social media platforms, advertorials, and blogs.
- Support the marketing team by identifying new marketing trends and recommending key opportunities for innovation.
- Support the sales department with the planning and execution of events including the provision of collateral for events.
- Assist with the creation of marketing materials such as special publications, advertising copy and presentations.
- Assist with the tracking and administration of the marketing budget, in collaboration with the Assistant Manager, Marketing
- Prepare, format, and edit a range of documents for marketing purposes.
- Create and interpret a variety of marketing reports, in collaboration with the Assistant Manager, Marketing.
- Support the Assistant Manager, Marketing with market research initiatives and the implementation of key marketing strategies.
- Analyse questionnaires and other forms of feedback.
- Maintain a marketing database.
- Provide administrative support to the marketing and sales teams.
- Perform other related duties as assigned.

### SKILLS REQUIREMENTS

- Strong Communication skills
- Strong Time management skills
- Strong Problem resolution skills
- Strong Digital literacy skills
- Good Presentation skills
- Good content creation and social media management skills
- Good data collection and analytical skills
- Good Project Management Skills

## EXPERIENCE REQUIREMENTS

- Two (2) years' experience in a marketing, sales or communications role
- Sales or Marketing Assistant experience would be considered an asset
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## EDUCATION, KNOWLEDGE AND CERTIFICATION REQUIREMENTS

- Bachelor's Degree in Marketing, Business Management, or a related field.
- Proficient in MS Office Applications (Excel, PowerPoint)
- Knowledge of Graphic Design Tools will be an asset

\* **Provision of proof of vaccination inclusive of COVID-19 vaccine(s) and booster shots as applicable.**