

Marketing Support Clerk

Job description

Our print and online magazine is seeking a Marketing Support Clerk to assist the Sales and Marketing team on projects directed at maximizing company profits and developing sales strategies and marketing campaigns.

- The successful candidate will perform phone surveys, assist in the development of marketing collateral, track existing marketing campaigns and report on results, and coordinate market research studies.
- This work will be a critical factor for the smooth operation of the Sales department and the attainment of its goals, as well as for the long-term growth of the company.

Responsibilities

- Perform daily administrative tasks for the Sales and Marketing team, ensuring the functionality and coordination of the department's activities.
- Support Sales and Marketing executives in organizing various projects and events.
- Assist in organizing campaigns and developing marketing strategies.
- Provide market-tracking and research information by collecting, analyzing, and summarizing data and trends.
- Conduct market research and analyze consumer rating reports/questionnaires.
- Update spreadsheets, databases, and inventories with statistical, financial, and non-financial information.
- Prepare and deliver promotional presentations.
- Communicate directly with clients and develop business relationships.
- Assist in travel arrangements for the Marketing department and scheduling conferences or meetings.
- Update social media accounts as required.
- Create marketing materials such as brochures, event invitations, newsletters, and presentations.
- Help organize events, exhibitions, and seminars, confirm bookings, and overseeing the guest list.

Qualifications

- Diploma/Degree in Marketing, Advertising, Business, or a related field.
- 2+ years of experience working in Marketing or Advertising.
- Digital marketing experience.
- Demonstrated ability to multi-task and adhere to deadlines.
- Effective written and verbal communication skills.
- Well-organized, with a customer-oriented approach.
- Ability to work with several departments within an organization.

- Excellent knowledge of MS Office Suite and online applications (CRM tools, online analytics, MailChimp, Google AdWords, etc.)
- Proficiency in Adobe InDesign and Photoshop would be an asset.

Working Hours: 9:00 AM to 5:00 PM