

# **JOB DESCRIPTION**

## **MARKETING ASSISTANT**

### **Brief description**

The position of marketing assistant consists of assisting and implementing all marketing strategies. It also focuses mainly on planning and market research to develop marketing strategies and supporting and managing the business efficiently.

### **Tasks**

- Assist in promotional strategies and product development;
- Assist in writing and editing sales and marketing materials, which include articles, presentations, social media posts, and collateral;
- Complete sales-related and marketing administrative projects that include running marketing and sales reports, conducting research on the company and other assignments in the database;
- Develop media packs as well as to conduct conferences and trade shows;
- Maintain project tracking spreadsheets and business line marketing calendars;
- 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;
- Provide assistance in creating and enhancing the email campaign list;
- Provide assistance in terms of logistics to events like seminars and trade shows;
- Provide personal and administrative support to owner. The support includes running errands, coordinating travel arrangements, preparing appointments and agendas;
- Serve as liaison between agency vendors and the company, print suppliers, freelance talent, and various marketing services;
- Update company headlines and news on the corporate website;
- Validate and fulfill requests for information and marketing, tracking emails and requests.
- Generate and execute social media posts on a schedule.
- Update the website with new content as needed.
- Work with owner to create and implement a seasonal marketing calendar and develop marketing materials for seasonal offerings
- Review social media channels (Google my Business, Facebook, etc.) for customer feedback and address feedback according to best practices.
- Provide regular updates to the owner as to status of marketing efforts.

### **Qualifications and requirements**

- Associate or Bachelor's degree in business administration or marketing - Preferred;
- 2 to 4 years of experience in related field;
- Possess the following skills: effective presentation, report writing and ability to work individually.

### **Competencies (in order of importance)**

- Analytical Thinking — Job requires analyzing information and using logic to address work-related issues and problems.

- Attention to Detail — Job requires being careful about detail and thorough in completing tasks.
- Initiative — Job requires a willingness to take on responsibilities and challenges.
- Dependability — Job requires being reliable, responsible, and dependable in fulfilling obligations.
- Achievement/Effort — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
- Graphic Design, Photography, and Writing content

**Lines of communication**

- Direct report to the Owner
- Can receive direction from General Manager

**Working conditions**

- Part Time position to start for 90 days, 20 hours per week.
- Half time required to be at the shop and available for the Owner.
- Some time may be required to work with the Fractional COO.