MARKETER

Job Description:

A **Marketer** works with other members of a sales or marketing team to plan, execute and monitor a successful marketing campaign. Marketers create interest in offerings by making them more palatable to targeted groups, and by generating evidence-based advertising initiatives.

Job Responsibilities:

* Collaborating with sales, marketing, advertising, product design and product development team members to planning promotional marketing campaigns
* Creating editorial and content creation calendars for various media platforms and outlets
* Assisting with the design, negotiation and placement of billboards, traditional media ads on TV and radio, social media ads and email blasts
* Producing a brand style guide that best captures the company or client's voice and mission
* Helping team leads set, allocate and monitor the budget of each project
* Meeting with clients to discuss brand guidelines, goals, budget and timelines
* Conducting market research to determine a target audience's needs, wants, habits, interests and other relevant factors used in creating targeted marketing campaigns
* Researching previous successful campaigns to understand what worked, what didn't and what can be improved
* Reviewing the progress and success of a campaign, making adjustments or pitching ideas for new campaigns as necessary
* Conduct market research to find answers about consumer requirements, habits and trends
* Brainstorm and develop ideas for creative marketing campaigns
* Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
* Liaise with external vendors to execute promotional events and campaigns
* Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
* Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
* Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
* Undertake individual tasks of a marketing plan as assigned

Job Qualifications:

* Bachelors in marketing or related field
* Masters in marketing or related field preferred
* Experience as a marketer

Opportunities as a marketer or are available for applicants without experience in which more than one marketer is needed in an area such that an experienced marketer will be present to mentor.

Job Skills Required:

* Excellent time management skills and ability to multi-task and prioritize work
* Attention to detail and problem solving skills
* Excellent written and verbal communication skills
* Strong organizational and planning skills
* Outstanding organizational and time management skills
* Resourcefulness and ability to problem solve
* Ability to multitask and prioritize daily workload and development procedures
* Outstanding communication and interpersonal skills
* Skilled in working with Microsoft Office
* Awareness of the sales and the marketing industry
* Understanding of advertising psychology