MARKETING ADMINISTRATIVE ASSISTANT

Job Description:

**Marketing Administrative Assistants** support marketing operations by performing various clerical tasks, such as updating computer databases, writing consumer rating reports, providing market research studies, analyzing competition, and arranging promotional events. Marketing administrative assistants support marketing managers and executives on projects such as developing sales strategies, marketing campaigns, social media campaigns and on collecting and interpreting marketing analytics.

Job Responsibilities:

* Undertake daily administrative tasks to ensure the functionality and coordination of the department’s activities
* Support marketing executives in organizing various projects
* Conduct market research and analyze consumer rating reports/ questionnaires
* Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
* Update spreadsheets, databases and inventories with statistical, financial and non-financial information
* Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success
* Prepare and deliver promotional presentations
* Compose and post online content on the company’s website and social media accounts
* Write marketing literature (brochures, press releases etc) to augment the company’s presence in the market
* Communicate directly with clients and encourage trusting relationships
* Collaborating with the marketing manager, internal teams, clients and partners on marketing strategy.
* Helping identify marketing trends and key opportunities for innovation.
* Learning and working with various types of software for digital marketing.
* Working closely with sales and marketing department.
* Creating marketing materials such as white papers, case studies, and presentations.
* Giving presentations.
* Maintaining a marketing database.
* Providing administrative support to the marketing and sales team.
* Preparing, formatting and editing a range of documents.
* Understanding company product and brand.
* General office duties.
* Creating and interpreting a variety of reports.
* Organizing market research.
* Analyzing questionnaires and other forms of feedback.
* Updating social media accounts.

Job Qualifications:

* Associates in marketing or related field
* Bachelors in marketing or related field preferred
* Experience as a marketing administrative assistant

Opportunities as a marketing administrative assistant or are available for applicants without experience in which more than one a marketing administrative assistant is needed in an area such that an experienced a marketing administrative assistant 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
* Familiarity with human resource principles
* Skilled in working with Microsoft Office
* Familiarity with marketing and advertising