

# *G. A. Roe & Sons Limited*

Is seeking the services of a **MARKETING ASSISTANT**; Applicants must meet the following requirements:

## **QUALIFICATION REQUIREMENT**

- **MINIMUM REQUIREMENTS:** Bachelor's Degree in Marketing or Communications or related field with a minimum of two (2) years' experience in Marketing and Advertising.

## **DUTIES & RESPONSIBILITIES**

- Collaborate with the marketing manager, internal teams, clients and partners on marketing strategy.
- Assist in the development and implementation of the company's brand strategy.
- Assist in developing marketing efforts to achieve immediate and long-term business goals, identifying and recommending improvements for processes, content, and lead generation.
- Help identify marketing trends and key opportunities for innovation.
- Create marketing materials such as training guides and presentations.
- Provide assistance to subsidiary companies to align their campaigns with their brand.
- Aid Subsidiary companies in development of Marketing Plan, Calendar of Initiatives, Budget
- Participate in brainstorming sessions for product/service launch/campaigns/events.
- Organize or guide subsidiary companies in the creation of customer survey/mystery shoppers market research.
- Analyzing questionnaires and other forms of feedback, developing results in a presentable format
- Monitor Social Media Platforms of subsidiary companies (social listening and recommendations)
- Aid in the yearly digital audit (social media/website) for subsidiary companies.
- Updating social media accounts.
- Learning and working with various types of software for digital marketing.
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.

## **KNOWLEDGE AND SKILLS**

- Strong analytical and problem-solving skills.
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Must be able to independently move projects forward, prioritize tasks, and meet deadlines
- Effective written and verbal communication skills.
- A high level of attention to detail.
- Ability to work effectively within a team and independently.
- Good organization skills.
- Be an excellent communicator (written and verbal) and respond well under pressure.
- Working knowledge in various types of software for digital marketing and design.

## **KEY COMPETENCIES & ATTITUDES**

- Action oriented, communicator, team player, analytical, flexible, dependable, honest, and have a strong work ethic.

Salary is negotiable based on qualifications and experience. Interested persons can send their applications along with two professional letters of reference (preferably one from a most recent employer) with a copy of a Police Record/Receipt to:

[HR@roesons.com](mailto:HR@roesons.com) No later than 21<sup>st</sup> January 2022

Place in subject: Marketing Assistant