



BABS Production Ltd

Marketing Coordinator

Job Overview

Supports the marketing manager or director in carrying out various strategies and tasks. Compiles, analyses, and reports marketing data. Helps maintain client relationships.

Responsibilities and Duties

- Works under the direction of a marketing director or manager to help reach the company's marketing goals and objectives
- Research market trends, demographics, pricing strategies, and other relevant information that helps managers and directors develop marketing plan.
- Analyses surveys, polls, and other market research to look for patterns and trends
- Creates graphs, reports, and detailed data analysis using computer software
- Delivers reports on research findings through written documents and verbal presentations
- Assists in creating promotional materials, including brochures, blogs, marketing copy, etc.
- Provides fact-checking, copy-editing, and formatting assistance during the creation of mailers, coupons, website content, and other promotional materials
- Helps maintain social media accounts for brands, products, or services
- Enters marketing data into spreadsheets and helps to create data and financial reports for marketing managers and directors
- Helps maintain excellent client relationships through superior customer service skills
- Places calls to or visits clients as needed to provide marketing materials, deliver sales pitches, or answer client questions
- Organises and plans the production of all major marketing materials by working closely with printers, sponsors, and other involved parties
- Helps to plan promotional events hosted by the company's marketing department
- Keeps client information confidential

Qualifications – Essential

- Minimum First-Class Degree in Marketing.
- Must have experience in marketing roles

Desirable

- Public Speaking

Should you wish to know more or apply, please contact Saniya Sajjan (Executive Production Manager) at Saniya@babsproduction.com for more information.