

MARKETING ASSISTANT

A Marketing Assistant assists with ongoing marketing campaigns by collecting audience feedback, creating graphs, charts, and slides to present to decision-makers, and conducting market research to understand the target audience.

DUTIES

- Conducting market research and analyzing 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

Please send your Resume to literacyconnectioninc@gmail.com.