

ENRICH YOUR HOME™

# TEODORA GROUP

12/01/2020

**Teodora Group**

**Duration:** 1 year

**Job Title:** Marketing Associate & Assistant

**Time allotment:** 30 days for the first 90 days, and every 90 days thereafter.

**Brief:**

We are looking for a Marketing Associate to help plan and implement our marketing and advertising activities.

For this role, you should understand the full marketing mix and be familiar with ways to analyze market research and customers' behavior. You should also be able to create spreadsheets and analyze quantitative data to interpret ROI and KPI metrics.

Ultimately, you should help us achieve our business goals through building strong marketing campaigns.

**Qualifications:**

- Proven work experience as a Marketing Associate, Marketing Assistant or similar role
- Knowledge of marketing digital tools and techniques
- Experience with SEO/SEM campaigns
- Solid computer skills, including Google Sheets, web analytics and Google Adwords
- Excellent communication and presentation skills
- Strong analytical skills with a goal-oriented attitude
- BSc degree in Marketing or relevant field

**Outcome Expected:\*\***

1. Increase the number of prospects in our CRM by 10% per week (ie. from 50 to 55)
2. Increase the total number of impression we make across all platforms by 10% per month (ie. from 450 to 495)
3. Increase the number of generated leads by 10% per month (ie. 20 to 22)

**Responsibilities:**

1. Compose and post online content on the company's website and social media accounts
2. Coordinate design and content to create advertising and marketing material (e.g. brochures, blogs, newsletters, press releases etc.) and augment the company's presence in the market
3. Assist in organizing promotional events and traditional or digital campaigns and attend them to facilitate their success
4. Keep organized records of marketing metrics and results of past campaigns
5. Create reports on marketing and sales metrics, like conversion rates
6. Prepare regular sales forecasting reports
7. Update spreadsheets, databases and inventories with statistical, financial and non-financial information
8. Support marketing executives in organizing various projects