



MARKETING ASSISTANT

OVERVIEW

The marketing assistant will be responsible for helping create and maintain multiple websites/ online stores, social accounts, brand identities, paid advertising campaigns, tradeshow preparation, internal marketing needs and other initiatives that have been put in place to our digital presence across multiple companies and brands with the goal of increasing sales and market awareness.

RESPONSIBILITIES

Collaborate with marketing team to:

- Create and maintain product offering in online stores
- Develop a variety of digital promotional materials
- Update information, graphics, and photos across multiple websites
- Utilize various social media platforms to promote sales, events, activities, news, etc.
- Develop email blast campaigns utilizing Zoho Campaigns
- Work on a variety of photography and video projects for use on websites and social accounts
- Assisting with other general sales and marketing functions (tradeshow planning, equipment decals, training materials, press-releases, etc.)

SKILLS REQUIRED

- Working toward a degree in Marketing, Communications or graphic design
- Proficiency in Microsoft Office Suite applications, primarily Excel
- Must possess the ability to organize and work on multiple projects at the same time
- Proficient ability to use the Adobe Creative Suites (Including Premier Pro and After Effects)
- Ability to create and manage paid digital ad campaigns across social **platforms**.
- Ability to create and manage paid digital ad campaigns across search **engines**.
- Basic understanding of photography/ videography and photo/ video editing

DESIRED CHARACTERISTICS

- Ability to work well within a team
- Excellent communication skills
- Willingness to travel as needed

JOB TYPE

- Full Time - 40 hours per week - Pay \$18 - 20 / hour

If interested, please email your cover letter and resume to **Joey Ward** at joey.ward@alleneng.com

