



JOB DESCRIPTION: MARKETING ASSISTANT

Job Title	Marketing Assistant	Role Type	Line Staff
Department	Marketing	Travel Required	N/A
Position Grade	N/A	Position Type	Full Time
Reports to	Marketing Manager	Direct Reports	None
Internal Relationships	Relates internally to all employees of The Cable.	External Relationships	Customers of The Cable and Vendors

ROLE DESCRIPTION

Purpose of the Role

The **Marketing Assistant** will play a crucial role in executing marketing strategies. They will assist with ongoing sales/marketing campaigns by collecting and analysing customer feedback, providing accurate reporting to decision-makers, and conducting market research to understand the target market.

Specific Roles and Responsibilities

Marketing Campaign Support:

- Assist in planning and executing marketing campaigns across various channels, such as in-store, email, social media, and advertising.
- Help in organizing campaign performance and metrics, provided from the dashboard.

Marketing Content Creation:

- Assist with providing ideas for content for marketing materials such as social media posts, website updates, email newsletters, brochures and promotional materials.
- Assist with the design and development of marketing collateral.

Social Media Management Assistance:

- Help manage social media accounts by scheduling posts, responding to comments, and engaging with followers, answering questions, announcing winners etc.
- Monitor social media trends and propose strategies to increase engagement.

Market Research:

- Conduct research on in-market trends, competitors, and customer preferences etc.
- Analyse provided data to create marketing strategies and campaigns.

Event Coordination:

- Assist in planning and executing marketing events, such as road shows, trainings, or product launches etc.

- Assist to coordinate logistics and manage event materials.

Administrative Tasks:

- Provide general administrative support to the marketing team, such as organizing meetings.
- Assisting with management of marketing databases and mailing lists.
- Coordinate with various departments to gather marketing materials and information.
- Assist in the preparation of reports and presentations.
- Diarize sponsorship requests and respond when necessary.

Specific Roles and Responsibilities Continued

Customer and Partner Relations:

- Communicate with customers, partners, and vendors as needed.
- Respond to inquiries and provide information about products, services, and promotions.
- Request and handover invoices, keeping tracking of petty cash expenses, and other financial documentation related to marketing campaigns.

Brand Management:

- Help maintain brand consistency across various marketing channels and materials.
- Monitor brand mentions and online reputation.

Cross-Department Collaboration:

Work with other departments such as sales, product development, and customer service to align marketing efforts with overall business goals.

Other Functions

- Perform any other duties commensurate with the role as required by the Marketing Manager or the Management team of The Cable.

ROLE REQUIREMENTS	
Educational Qualifications	Technical Skills
<ul style="list-style-type: none"> • An Associate degree in marketing, business, statistics, communications or a related field. • Administration or sales and marketing assistant experience. • Effective written and verbal communication skills. • A high level of attention to detail. • Ability to work effectively within a team and independently. 	<ul style="list-style-type: none"> • Proficiency in Microsoft Office software applications such as Word, Excel and PowerPoint.
Experience	
<ul style="list-style-type: none"> • 2 years or more of experience in a marketing/ sales/ communications role. • Previous supervisory and media management experience would be an asset. 	
Other Attributes/Behaviors	
<ul style="list-style-type: none"> • Strong analytical and problem-solving skills. • Strong communication and interpersonal skills. • Excellent attention to detail and accuracy. • Ability to work independently with minimal supervision and as part of a team. • Flexibility (be able to work long hours). • Attention to detail. • Ability to work in a fast-paced environment. 	

WORKING CONDITIONS
Physical, Visual, Environmental, and other conditions of this job
<ul style="list-style-type: none"> • The Job Holder is required to sit for an extended period of time inside an office setting using a computer and related equipment for data entry, financial analysis, and communication. • The Job Holder may be required to work longer hours during events or sales/marketing campaigns. • The Job Holder may experience high-pressure situations, especially during events or sales/marketing campaigns.

- The Job Holder may participate in meetings with colleagues, managers, and other departments to discuss marketing matters and strategies.
- The Job Holder will spend a significant portion of their workday looking at computer screens and must have good vision and eye health to read and analyze customer data and reports as well as spot errors or anomalies in customer data.
- The Job Holder will work indoors in a climate-controlled office environment.

Special Requirements

- Present a satisfactory police record prior to commencing employment.
- Present a valid work permit or a CARICOM Single Market and Economy Certificate, if not a resident of St Kitts-Nevis.

Human Resource Manager's Signature:		Date:	
Manager's Signature:		Date:	
The Employee signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.			
Employee's Signature:		Date:	