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Employment Type

Full-time

Job Location

Paola

Date posted

2021-04-07

Hiring organization

Abertax Quality Ltd

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Marketing & Sales Assistant

Description

We are looking for a zealous Marketing and Sales Assistant to support the Marketing and Sales department of our company.

Responsibilities

- Conduct market research and analyse consumer rating reports / questionnaires
- Analyse client history and follow up on clients
- Employ marketing analytical techniques to gather important data (social media, web analytics, rankings etc.)
- Compose online content and promotional material for the company's website, social media platforms as well as newsletters to augment the company's presence in the market
- Maintain literature (brochures, press releases, news etc) related to products, by keeping them up to date with the latest features and versions
- Liaise with our Graphic Designer about how best to present the company and its products across various media and at events
- Support Sales Executives in organizing various projects
- Assist in organizing campaigns and developing marketing strategies
- Assist in preparations for participating in overseas events such as fairs
- Travel abroad for participating in the same events and visits to clients together with our technical personnel

Qualifications

- BCom in marketing and business or accountancy or equivalent
- Good understanding of marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- Good knowledge of market research techniques
- Excellent knowledge of MS office tools
- Good communication skills, both verbal and in writing