



# Responsibilities

- Conduct market research to find answers about consumer requirements, habits and trends
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Undertake individual tasks of a marketing plan as assigned

# Requirements

- Experience as marketing specialist or similar role
- Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods
- Demonstrable experience in marketing data analytics and tools
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.)
- Well-organized and detail oriented
- Exceptional communication and writing skills
- Commercial awareness partnered with a creative mind
- Advantage: Knowledge of HTML, CSS and web development tools (e.g. Dreamweaver) desired
- Advantage: BSc/BA in marketing, communications or equivalent

