	<h1>Marketing Specialist</h1> <h2>Job Description</h2>	<b>Document Number:</b>  JD-SS-13.06
	<b>Department:</b> Marketing	<b>Effective Date:</b> January 23, 2022
		<b>Revision No</b> 0

## I REASON FOR EXISTENCE

Marketing Specialist supports marketing operations by compiling, formatting, and reporting information and materials.


## II DUTIES AND RESPONSIBILITIES

1. Assembles consumer rating reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations.
2. Supports sales presentations by assembling quotations, proposals, videos, slide shows, demonstration and product capability booklets; compiling account and competitor analyses.
3. Prepares fliers and brochures by formatting content and graphics; arranging printing and internet packages.
4. Maintains marketing library by checking and replenishing inventory.
5. Provides marketing tracking and research information by collecting, analyzing, and summarizing data and trends.
6. Accomplishes marketing and organization mission by completing related results as needed.
7. Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
8. Liaise with external vendors to execute promotional events and campaigns.
9. Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.

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10. Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
11. Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies.
12. Any other responsibility that is deemed required by the management.


### III QUALIFICATIONS:

- Bachelor's degree in Marketing and Sales Management
- Excellent communicator
- Proficient in Microsoft Office
- Good project management skills
- Sound understanding of the principles of marketing
- Ability to work within a budget
- Good business awareness
- Team player – works to ensure team goals are met or exceeded.
- Strong organization skills
- Energetic and goal driven
- Be able to operate under pressure and meet deadlines
- Creative and innovative.
- Good attention to detail

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- Strong interpersonal skills – “love people”
- Self-driven and interdependent
- Strong and friendly personality
- Willingness to travel
- Maintain a self-development program
- Presentable

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