

Job Description: Marketing Administrator

Job Summary/Objective:

Responsible for promoting the company and its products and services and increasing customer awareness through the creation of ad campaigns, designing logos and creating memorable slogans.

Responsibilities & duties:

- Conduct market research
- Implement and communicate market strategies
- Track competitor activities and changes
- Prepare email blasts and newsletters and send to customers
- Set up tracking systems for marketing campaigns and online activities
- Schedule and organise website content
- Monitor market mix and industry

Skills/Attributes required:

- Strong market research practices and techniques
- Excellent verbal and written English communication skills
- Proactive, highly motivated and flexible
- Highly organised and attention to detail
- Experience with programming languages such as CSS and HTML
- Experience in graphic designing
- Experienced with MS Office including Word, Excel, and Outlook
- Experience working with Western companies (preferred)

Qualifications/Experience required:

- Bachelor degree preferably Marketing and or Business Administration
- 2+ years experience in a marketing role