



JOB DESCRIPTION – CUSTOMER INPUT

Basic Description: DIGITAL MARKETING ASSISTANT

Instructions: Please complete this job description form with the key skills and attributes that you desire in order to carry out the critical functions of the position. The more detailed your descriptions the better chance we have of finding the right candidates for the intended job. The sooner you return this form the sooner we can find your new staff member. The tables are pre-filled with examples only – your input is required.

Business Essentials

Job Description

Job requirements: We are looking for a skilled Digital Marketing Assistant that can help us support our growing customer base. As a Digital Marketing Assistant, you will work as part of the marketing team with main responsibility of assisting the Marketing Department by identifying a target market, creating a brand image, and maintaining a marketing campaign for the internet and for other digital technologies.

• Your Responsibilities as a Digital Marketing Assistant:

- Manages and creates content for the client's social media pages: Facebook, Instagram, LinkedIn, YouTube, and Google My Business
- Creates content for the client's email marketing campaigns on Klaviyo.
- Helps the client with their Shopify requirements such as designing their website banner, and product images.
- Designs the client's overall branding, social media posts, brochures, catalogues, and other company requirements.
- Edits the client's product videos or ads.

Technical Skills

- Social Media Management and Creation
- Social Media Ads
- Shopify
- Klaviyo
- Adobe Photoshop, Adobe Illustrator, Adobe Premiere Rush, Adobe Acrobat DC

To be a Digital Marketing Assistant:

- Bachelor's Degree in Marketing, Communications, Digital and Interactive Media, or Technology related field experience.
- Proven work experience as a Digital Marketing Assistant.
- Advance knowledge in digital marketing and its algorithms.
- Knowledge in key areas of B2B marketing (Google AdWords, social media, content marketing, email marketing, PPC).
- Develops social presence and advocates company brands effectively.
- Stay current in marketing trends and news e.g., Google Updates, Analytics, AdWords.
- Someone who can work unsupervised and have an ambition to become a team leader.
- Contributes new ideas, techniques, and feedback to the Head of Creatives Marketing Manager.

Other Important Business Functions

Task No	Function	Remarks
1	Exception English Skills	Excellent in written and verbal communications. Stay organized and able to answer questions about project milestones.
2	Attitude and Loyalty	A positive 'can do' attitude is essential. You must be a problem solver and be able to think on your feet. Ability to work autonomously and 'get things done' is a must! An intelligent and loyal employee that wants to be an active and integral part of the business and its future growth.
3	Attention to detail	Attention to detail is extremely important. Ensuring you are process driven and can follow clear instructions is vital.

Personal Attributes

Item	Description
1	Skilled in multi-tasking and can work unsupervised
2	Reliable and committed to meeting deadlines
3	Works well under pressure
4	Personable and pleasant to staff/customers/team/everyone
5	A keen attention to detail and strives for accuracy
6	Own initiative and ability to think outside the box

Other

Item	Description
1	We are willing to train and nurture the right person
2	Enjoys working with a high performance and motivated business owner
3	Comes with the benefits for working for an International BPO company