

# Marketing Associate Job Description

## Job Brief

We are looking for a part-time Marketing Associate to help plan and implement our marketing and advertising activities.

For this role, you should understand the full marketing mix and be familiar with ways to analyze market research and customers' behavior. You should also be able to create spreadsheets and analyze quantitative data to interpret ROI and KPI metrics.

Ultimately, you should help us achieve our business goals through building strong marketing campaigns.

## Responsibilities

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door for Aesthetic, Surgical, and Medical
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Produce and keep up to date valuable and engaging content for our website (and blog) that attracts and converts our target groups
- Measure and report performance of marketing campaigns, ROI, and assess against goals
- Conducting market research to identify new revenue opportunities
- Gathering and analyzing consumer behavior data (e.g. web traffic and rankings)
- Assist with organizing promotional events
- Coordinate with the Marketing Design and Content teams to create advertising material (e.g. brochures and newsletters)
- Keep organized records of marketing metrics and results of past campaigns
- Prepare regular sales forecasting reports
- Monitor competitors' marketing activities

## Requirements

- Knowledge of marketing digital tools and techniques
- Experience with SEO/SEM campaigns
- Solid computer skills, including Numbers (Mac), web analytics and Google Adwords
- Excellent communication and presentation skills
- Strong analytical skills with a goal-oriented attitude

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### Education/Experience

- Bachelor's Degree or 1-2 years marketing experience