

## Marketing Assistant

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Company: Recruitment Matters

Location: Lusaka

Category: other-general

### Overview

Our client, in the Travel and Tourism industry, is looking for a Marketing Assistant to join their team **Duties and responsibilities include but are not subject to:**

To handle the administrative and structural needs and processes within the Marketing department.

To be in charge of deadlines and priorities, to ensure that the Marketing department is working to schedule.

To manage our marketing calendar to ensure that the marketing team is proactive in collecting necessary information and copy for any important deadlines (newsletter, social media, trade shows, important calendar dates, competitions etc).

To chase for needed content from the Marketing team and lodge managers.

To manage the marketing email address and direct any communications to the right team member.

To manage direct messages and engagement to social media accounts.

To sit in on Marketing meetings (sometimes with PR, Reservations, or Sales teams) and take notes, to follow up on the actionables afterwards.

To liaise with influencers, photographers and other creatives to measure their value before taking their proposal to the marketing Managers

Depending on skill set, to assist with small content creation work: social media posts (written and image/ video edits).

To organize the marketing image folders under Marketing Management guidance.

To file and name any influencer or photographer images that the company has access to when they arrive, to ensure they are easily accessible and tagged for future use.

To assist with gathering and reviewing market research (Using the tools available).

To assist with small copy and design work

### **Skills**

Strong written and verbal communication skills.

Excellent organizational and time management skills.

Proactive creativity.

Must be a diligent, punctual worker and able to work without constant supervision

### **Qualifications**

Previous experience working in Marketing or as an assistant in a similar role is preferred.

Hands-on experience with handling social media business accounts, managing team deadlines and calendars, simple copywriting, and basic photo and video editing.

Must be able to work remotely and have access to power during work hours with reliable internet

Must have transport to get around when necessary or when expected to meet with Marketing Team / Operations Team

Graphic Design experience and must submit a Portfolio (Experience with Adobe Indesign, Illustrator, Photoshop and Canva is a must)

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## Cross References and Citations:

1. Marketing Assistant Teacherjobs Jobs LusakaTeacherjobs ↗
2. Marketing Assistant Phoenixjobs Jobs LusakaPhoenixjobs ↗
3. Marketing Assistant Emailjobs Jobs LusakaEmailjobs ↗
4. Marketing Assistant Abudhabijobsearch Jobs LusakaAbudhabijobsearch ↗
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