

Digital Marketing Assistant Job Description

Duties and Responsibilities:

- Work together with the digital marketing manager and report to him/her to ensure all tasks are done according to laid down rules of the business organization
- Devise online marketing projects and undertake such towards enhancing the image-making and profit making goals of the organization
- Understand purpose of the organization's online presence and to harness such online presence to improve on profit making goals of the organization
- Participate fully in the online marketing activities of the organization
- Manage other members of staff involved in online marketing process
- Oversee the activities of affiliate marketers and ensure they comply with company's rules
- Provide right response to marketing processes, competition monitoring and market research towards unhindered customer satisfaction.

Digital Marketing Assistant Requirements – Skills, Knowledge, and Abilities

- Education: Bachelor's degree in marketing and communication. High School Diploma also acceptable.
- Years of working experience give added advantage
- Posses working experience in online marketing environment
- Ability to handle content managed websites, CRM databases, and email platforms
- Possess strong computer skills
- Possess top notch knowledge and skills in email, internet, PowerPoint, word processing packages, databases, and spreadsheet

- Ability to handle customer relationship management
- Possess willingness to learn new modes of digital marketing
- Possess team-spirit and top notch communication skills both in written and verbal forms
- Possess skills in various areas, like images, videos, and audio marketing
- Possess excellent telephone manners
- Possess top notch organization skills
- Possess good attention to detail.