

# Marketing Assistant Job Description

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- Performs clerical and office tasks as may be assigned, e.g. filing, photocopying, and answering the phone calls and emails
- Greets clients and attends to customers' inquiries or requests accurately and quickly; customers may include the general public, patrons of the company's institutions, such as clients using the firm's various outlets for services like hospitals, clinics, and schools
- Maintains client database and records client's preferences and other information for future recommendations
- Follows up on customers' complaints and offers suggestions to improve the service of the company
- Keeps abreast with new product launches, offering products that clients want
- Maintains contact with clients to provide information about products and services of the company so as to boost repeat customers
- Takes pictures or video during company events, like seminars or conferences and use in marketing campaigns, like social media posts or YouTube videos (if possible)
- Administers company-wide in-store promotions, exhibits, display and tradeshow displays at the customer's request
- Participates in training of new employees and conducts orientation programs for them
- Ensures product samples and promotional materials are presented to customers as requested by them
- Obtains customer feedback and suggestions about products or services of the company
- Preps and sets up trade shows and exhibits for incoming customers, including conducting setup activities such as unloading merchandise from vehicles, setting up stalls and setting up display material like banners or displays before trade show starts.