

About the job

The ideal candidate will be a creative and analytical thinker. They will be able to conduct insightful market research to establish a marketing strategy that will effectively reach the target audience. They should be comfortable evaluating the marketing process, and work to critique and improve its outcomes.

Responsibilities

- Identify target audiences, objectives and desired outcomes of marketing campaign
- Research and develop marketing strategy, and evaluate success strategy
- Develop content of marketing campaigns
- Stay up-to-date on current marketing trends
- Manage and allocate budget correctly

Qualifications

- Bachelor's degree in marketing or related field or relevant work experience
- Strong analytical, communication, time-management and creativity skills
- Strong ability to focus on customer/market and take initiative Experience with social media