



## **MARKETING ASSISTANT**

### **Job Description:**

- Devise marketing campaigns in conjunction with Marketing Manager
- Plan, prepare and manage the publication and distribution of publicity materials like fliers, social media posts etc
- Compile a calendar of marketing events in conjunction with Marketing Manager
- Organise new store openings
- Organise & promote seminars
- Monitor market trends
- Develop pricing strategies and targeting strategies based on demographic data and work with the company to develop more awareness of what Farm Depot offers.
- Make product knowledge readily available to our clients through various resources
- Work with the sales teams to determine the best strategies to increase customer sales.
- Expand brand presence in all locations
- Create an overarching image that represents Farm Depot in a positive light.

### **Skills:**

- Good teamwork skills
- Communication skills and networking ability
- Adaptability.
- Strong attention to detail.
- Good organisation and planning skills.
- Creativity and writing skills.
- Commercial awareness.
- Numerical skills.
- Answer questions from clients
- Ability to work on main social media platforms

### **Qualifications:**

- Diploma in marketing
- Driver's license (no vehicle restrictions)

