

POSITION REQUIREMENTS:

Technical Skills

- Proficiency in using marketing software and tools, including CRM systems, content management systems, and data analysis tools.
- Basic understanding of digital advertising platforms and analytics.
- Competence in Microsoft Office Suite (especially Excel for report analysis)
- Shopify experienced

Ads Performance and Reporting Experience

- Basic experience in marketing and analyzing advertising performance, including proficiency in interpreting ad reports and metrics
- Aptitude for analyzing advertising and marketing reports to assess performance and alignment with goals.

Content Management

- Strong organizational skills for managing a diverse range of marketing materials (text, photo, video).
- Basic knowledge of content creation tools and software (e.g., Adobe Creative Suite).

Communication and Writing Skills

- Excellent written communication skills for creating marketing content and coordinating with agencies and subcontractors.

Project Management

- Ability to manage multiple projects simultaneously, keeping track of deadlines and deliverables.
- Organizational skills to maintain schedules and coordinate tasks effectively.

Attention to Detail

- High level of attention to detail in managing content, reviewing reports, and ensuring accuracy in all marketing materials.

Proactivity and Initiative

- Willingness to take initiative in identifying and suggesting improvements and optimization in marketing processes.
- Ability to work independently and proactively address challenges.

Teamwork and Collaboration

- Strong teamwork skills for collaborating effectively with other team members, agencies, and subcontractors.
- Openness to feedback and ability to adapt to changing requirements.

Learning and Adaptability

- Eagerness to learn and stay updated with the latest marketing trends and technologies.
- Ability to adapt quickly to new tools and software

DIVISION DUTIES

Functions
1. Schedule function <ul style="list-style-type: none">● Manage Head of Sales & Marketing's schedule and weekly planning.● Keep the Head of Sales & Marketing accountable - for important meetings.● Keep the Head of Sales & Marketing accountable - for ongoing company projects.
2. Email function <ul style="list-style-type: none">● Labeling and organizing the Head of Sales & Marketing's email with the goal of achieving inbox zero - and staying there.● Drafting and editing correspondence.
3. Gain control over customer communication lines (Instagram, tik-tok, etc.) <ul style="list-style-type: none">● Make sure all messages are answered;● In case of failure, alert the head of the sales and marketing department - Also, ensure that negative client issues are promptly and effectively addressed, and the proper steps are taken to rectify them
4. Ads and Agency Reporting <ul style="list-style-type: none">● Review and Tracking: Regularly review and analyze advertising reports from agencies.● Goal Alignment: Ensure that the outcomes are aligned with the set marketing goals and objectives.● Feedback and Adjustments: Together with Head of Sales & Marketing prepare and provide feedback to agencies and suggest adjustments for optimizing ad performance
5. Subcontractor Performance Management <ul style="list-style-type: none">● Report Review: Examine reports from subcontractors to ensure goal achievement.● Progress Tracking: Monitor ongoing projects, noting completed and pending tasks.● Communication and Coordination: Maintain regular communication with subcontractors for updates and follow-ups.
6. Content Management <ul style="list-style-type: none">● Organization and Archiving: Keep all marketing content (photos, videos, texts) organized and easily accessible.● Content Responsibility: Act as the key person responsible for managing and safeguarding content.● Usage Coordination: Coordinate the use of content across various marketing channels and campaigns.
7. Content Creation and Submission <ul style="list-style-type: none">● Article Writing: Produce short articles about the brand for various platforms.● Form Filling and Submissions: Complete and submit forms for subcontractors and various competitions.● Content Distribution: Ensure timely distribution of created content to relevant parties and platforms
8. Operational function - <ul style="list-style-type: none">● Ensure that the all reports by the team provided in time● Follow up with the team the tasks

- Flag to me if the reports/tasks are not done in time

9. Marketing Plan Coordination of Creation

- Coordination of Development comprehensive marketing plans based on market analysis and business goals.
- Coordinate with various departments for plan execution.

10. IT System Implementation

- Coordinate the implementation and integration of IT systems.
- Train team members on new system functionalities.

11. Landing Page Update Coordination

- Coordinate with web development for the implementation of updates.
- Monitor the impact of updates on traffic and conversions.

12. Sales Department Coordination

- Ensure timely responses to customer inquiries and order fulfillment.
- Collect and analyze customer feedback.
- Monitor sales targets and performance metrics.
- Flag to me if the reports/tasks are not done in time

13. Wholesale Sales Coordination

- Monitor sales performance.
- Ensure that the all reports by the team provided in time
- Follow up with the team the tasks
- Flag to me if the reports/tasks are not done in time

14. Affiliate Marketing Coordination

- Monitor affiliate performance and engagement.
- Coordinate affiliate promotions and content.
- Ensure that the all reports by the team provided in time
- Follow up with the team the tasks
- Flag to me if the reports/tasks are not done in time

15. Email Marketing Coordination

- Monitor email performance and engagement.
- Coordinate email promotions and content.
- Ensure that the all reports by the team provided in time
- Follow up with the team the tasks
- Flag to me if the reports/tasks are not done in time

16. Blogger Outreach Coordination

- Monitor and analyze the performance of influencer campaigns.
- Ensure that the all reports by the team provided in time
- Follow up with the team the tasks
- Flag to me if the reports/tasks are not done in time

DAILY ACTIONS:

- ADS reports review
- Subcontractors performance reports review

- Content update
- Labeling and organizing the Head of Sales & Marketing email with the goal of achieving inbox zero
- Control over customer communication lines (Instagram, tik-tok, etc.)
- Follow up with the team the tasks