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|  | **JOB AND ROLE DESCRIPTION** |

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| **Position Name** | Digital Marketing/Executive Assistant | **Company** |  |
| **Job purpose** | We are looking for a multitasking individual who can combine the skills of a digital marketer and an executive assistant. Support and manage the growth of the company’s digital strategy and provide administrative assistance to the COO.  The Executive Assistant possesses qualities such as promptness, organization, attention to detail, flexibility, patience, and determination.  In this role, you will work well both independently and on a team.  Your daily routines include interaction with employees of all levels, external partners, and company clients. | | |

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| **REQUIRED QUALIFICATIONS** | |
| **Education** | |
| High School Diploma  Administrative management careers, or a Degree in Communications, Marketing, or related to Digital Marketing | |
| **Training or Expertise** | |
| High English level (Well spoken, well written)  Strong Microsoft Office skills | |
| **Experience** | 2+ years of executive and administrative support (Desirable remotely)  Experience handling social media and content creation |

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| **JOB FUNCTIONS** |
| Content creation for social media and website. |
| Manage online marketing campaigns including ad copywriting and testing, bid management, landing page optimization, budget management, creative testing, etc. |
| Research, collect, and analyze data, leverage internal and external resources, and data sources to report on successes and actionable opportunities for the online marketing campaigns |
| Generate and disseminate management reporting to ensure that the wider team is aware of campaign performance trends |
| Provide support throughout all areas of promotional strategies which include reaching out through social media |
| Keep reminders for the COO’s meetings and events |
| Payroll Data Entry. |
| Drafting Contracts. |
| Manage and assist the COO’s projects |
| Manage the coordination and logistics of both internal and external meetings and events. |
| Ordering and purchasing merchandise on behalf of the COO as requested |
| Screen incoming calls and determine the level of priority, while using caution in dispensing information |
| Create, edit, and assist with all the meeting presentations (PowerPoints, PDF, spreadsheets) |
| Arrange travels to ensure consistency in obtaining necessary travel documents including Visa/passport while maintaining expenses/credit card reconciliations necessary |
| Handle regular activities without prompting, and advise in advance of any issues or delays |
| Draft and prepare routine and advanced correspondence including emails, presentations, and reports. Review outgoing correspondence for accuracy, format consistency, signatures, and conformance with executive procedures |
| Balance multiple deadlines, schedule appointments, plan leadership meetings, capture and report out meeting minutes and maintain complex and changing calendars |
| Email management, with the ability to prioritize time-sensitive matters. Produce high-quality emails and messages to individuals at all levels of the organization and external clients. |
| Conserves time by completing research, capturing timelines, and responding to requests on behalf of the COO. |

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| **REQUIRED SKILLS** |
| We are looking for a person with a passion for marketing and a vocation for support. |
| 2+ years of executive and administrative support |
| 1+ years of experience in using digital marketing analytics tools to measure campaign performance (Google Analytics, Google Data Studio, etc.) |
| Excellent use of grammar and punctuation. Strong interpersonal, written, and oral communication skills (English) |
| Driven, proactive thinker, highly organized with exceptional communication skills, and fully capable of taking initiative, managing and oversee a variety of high-priority projects from multiple management and professional levels successfully with minimal direction |
| Proficient with Microsoft Office suites (Word, Excel, PowerPoint, Outlook) |
| Experience in handling confidential and sensitive materials with discretion |
| Very Patient, Responsible, extremely punctual |
| Tact and good judgment in confidential situations, and proven experience interacting with senior management |
| Willing to learn and take on new challenges with a flexible, can-do attitude |

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| **WAGE COMPENSATION** |
| Salary: $1,200 (USD) Monthly  Schedule: Monday to Friday from 9:00 AM – 6:00 PM  **However, as an exempt employee, you may be required to work beyond these hours from time to time to fulfill your responsibilities as may be necessary.**  Internet and computer must be covered by the employee |