

Junior Marketing Executive

Hybrid

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BUILT AROUND YOU



The Junior Marketing Executive will be part of the Marketing Team. In this entry level role, you will be responsible for assisting with the planning and execution of various marketing campaigns, supporting with in-person and online events, creating engaging content, and analysing the results. You will also collaborate with other departments and external partners to ensure the consistency and effectiveness of our brand image and message. You will need a creative mind and a passion for digital marketing.

Our Purpose and Values

Vision- To be the leading digital evolution partner to our clients, boosting their business performance.

Mission – To be at the forefront of digital evolution, fostering ingenious solutions and inventive strategies to address the ever-evolving needs of our clients and industries.

Values – Passion, Performance, Partnership

Essential Expertise

- Possess a degree in marketing, communication, business or other related discipline. Alternatively, have relative industry experience
- Excellent verbal and written communication skills
- Creative and analytical thinking skills
- Proficient in Microsoft Office and various marketing software and platforms.
- Familiar with social media, email marketing, with an understanding of SEO, and web analytics
- Ability to work independently and as part of a team.
- Ability to manage multiple tasks and projects in a fast-paced environment.
- A positive, proactive, and can-do attitude.
- Outstanding attention to detail

Objectives and Responsibilities

On a daily basis your varied role will include, but will not be limited to:

- Support the development and implementation of marketing strategies and plans for different products and services.
- Collaborate with our Content Marketing Specialist, to create compelling content for digital marketing channels including website, blog, social media, and email campaigns.
- Prepare and present reports and recommendations on marketing results and insights.
- Maintain and update marketing databases and materials.
- Coordinate and communicate with internal and external stakeholders, such as sales, design, production, vendors, etc.
- Support the planning and execution of marketing events and webinars to engage with prospects and clients.
- Assist in managing and updating the company's website content and optimising for SEO to improve search engine rankings.
- Support the creation of marketing and sales collateral such as brochures, case studies, presentations and whitepapers.
- Assist in coordinating with external vendors, agencies and partners to ensure timely execution of marketing projects and initiatives.
- Collaborate with teammates on any other Marketing Admin requirements.