



Digital Marketing Assistant

SUMMARY:

- Develop original content and suggest creative ways to attract more customers and promote our company.
- Increase web traffic and customer engagement metrics aligned with broader marketing strategies.
- Organize creative campaigns and messages that can make a difference for our company's success according to trends and customer requirements.
- Reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

RESPONSIBILITIES:

- Develop in accordance with marketing director an optimal content & posting schedule, considering web traffic and customer engagement metrics.
- Assist and execute all web, SEO/SEM, marketing database, email, social media.
- Design posts to sustain readers' curiosity and create buzz around new products / industry
- Oversee social media accounts' layout.
- Assist in conception and development of efficient and intuitive marketing strategies.
- Assist in developing the new e-commerce site
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.
- Create engaging content
- Report on online reviews and feedback from customers and fans.
- Suggest new ways to attract prospective customers, like promotions and competition.
- Update all websites with the relevant content : specs sheets / pictures / news....
- Identify data collection and analysis processes and the planning, development and execution of marketing analytics programs outlining specific measurement plans for campaigns, content or programs.
- Segment audiences, set up, execute, and analyze A/B and multivariate testing, building timely compelling fact based test recaps that drive recommendations.
- Design and implement appropriate dashboards and reports that can inform and drive strategy.

REQUIREMENTS:

- 5 years experience in Marketing or related field
- BSc/BA in marketing, business administration or relevant discipline.
- Good Knowledge of HTML, Photoshop, JavaScript and Google Analytics.
- Expertise with social media platforms and web analytics
- Proficient in MS Office
- Hubspot user is a plus

Excellent communication and people skills / Details oriented



Job Type: Full-time

Salary: \$35K-\$40K /year

Job Location: New Bedford, MA

Applications: Please submit your cover letter and resume to:

Cheryl Labrie, Human Resources at clabrie@nficorp.com