



Position: Marketing Assistant

Employment Opportunity with Mrkt360

Mrkt360 is a full cycle digital marketing agency located in Vaughan, Ontario. We provide services in Google AdWords, SEO, SMM, and SEM. We are currently seeking an individual who is competent in building strategies and experiences that effectively connects brands to their online audience.

What are we looking for?

The Marketing Assistant will be responsible for assisting the organization in the development and implementation of its marketing, business development, and sales plans in the professional channel.

- Seek and analyze marketing and sales materials both on and offline
- Serve as the day-to-day contact and thought leader for Mrkt360 clients, helping them drive revenue and bolster growth through winning digital marketing strategies
- Perform detailed desktop research that yield rich insights on: - communication modalities for our clients, their category, and competitors- customer information consumption behaviors, online behaviors, and key motivational/attitudinal behavior
- Work with project team to iteratively optimize tactics and deliver strong return for client campaigns
- Identify opportunities for clients to use digital technology to enhance their overall marketing mix and maximize target engagement
- Prepare presentations
- Assist with customer and sales requests such as samples, images, collateral materials
- Provide support to social media efforts.
- Assist in the distribution or delivery of marketing materials
- Assist with monthly blogging and newsletters
- Assist with the preparation and delivery of training materials

Who are you?

- Bachelors degree in Business, advertising and sales experience is a great plus
- 2+ years experience working directly with B2C, B2B or eCommerce clients in the digital marketing space
- Minimum 2-3 years of related experience

Job Type: Full-time