



JOB DESCRIPTION: Marketing and Sales Assistant
JOB CODE: MM-MSA
DEPARTMENT: Sales & Marketing
REPORTS TO: Senior Vice President
TYPE: Full Time
DATE UPDATED: January 05, 2021

JOB SUMMARY for Marketing and Sales Assistant:

We are seeking a highly skilled, adaptable, and reliable marketing and sales assistant to be part of a dynamic team of professionals who plan and implement our sales, marketing, and advertising activities. You should be familiar with analysis and market research, product and service promotion, and anticipation of customer behavior. You will support our marketing and sales initiatives.

ESSENTIAL FUNCTIONS for Marketing and Sales Assistant:

- Manage daily administrative tasks
- Gather and analyze customer behavior (e.g. web traffic and rankings)
- Assist sales team with account maintenance such as making requested changes in CRM (e.g. updating phone numbers, contacts, creating orders, etc.)
- Generate reports on sales and metrics
- Contribute to collaborative efforts
- Maintain and update records of marketing metrics and results of campaigns
- Prepare reports for marketing and sales teams
- Research and acquire lead lists for marketing and sales activities
- Assist Marketing Coordinator with designated tasks

QUALIFICATIONS for Marketing and Sales Assistant:

- Bachelor's degree in marketing or Business Administration is preferred
- Experience as marketing or sales associate, assistant, or similar role preferred
- Strong knowledge of CRM, with additional weight given to Microsoft Dynamics usage
- Knowledge of SEO campaigns
- Team player capable to work independently with organizational, planning, time management and troubleshooting skills.
- The ability to multitask, prioritize and complete assignments within a given time frame.
- Good communication skills
- The ability to work in fast paced environment while maintaining customer service orientation
- Command of PC Windows environment including Microsoft Office Suite

COMPENSATION for Marketing and Sales Assistant:

- Base salary
 - Health, Optical, Dental, Orthodontic Insurance, 401k, Profit Sharing
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SUBMIT RESUME TO: Human Resource Manager
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