



JOB ADVERTISEMENT

MARKETING ASSISTANT/SOCIAL MEDIA SPECIALIST

“BRING DEDICATION, MEET POSSIBILITIES”

JYSK Macedonia is seeking a creative, forward-thinking and organised marketing assistant/social media specialist to join our growing team. In this position, you will interact with targeted virtual communities and network users to promote our products and provide customer care services to new audiences.

Marketing Assistant/Social Media Specialist Duties and Responsibilities:

This role will include creative, analytical, digital, commercial and administrative responsibilities. Having a familiarity with and knowledge of digital and online marketing methods is essential. Some of the responsibilities are outlined below.

- Managing the day to day running of the social media accounts and answering any queries
- Assists in identifying marketing trends and key opportunities for innovation in marketing communication.
- Overseeing and developing marketing campaigns
- Cooperates with Marketing Manager when preparing marketing plans
- Product, profitability, stock and price analysis. Proposing campaign products and discounts.
- Conducting research and analysing data to identify and define audiences
- Brainstorm with team members to develop creative ideas for different marketing activities
- Maintain websites and looking at data analytics including managing pay-per-click (PPC)
- Collaborate with legal and sales teams to ensure all marketing campaigns and materials are in compliance.
- Making weekly, monthly, quarterly, yearly reports of activities and efficiency.
- Interpret a series of reports, as requested by the manager
- Administrative support for the marketing and sales team.
- Follow JYSK communication procedures, guidelines and policies.

Requirements:

- Completed higher education, in Economy, Marketing, Business administration, and similar. Master degree would be an asset.
- Proven working experience in social media marketing and/or as a digital media specialist
- Excellent writing, presentation and communication skills
- Knowledge of online marketing and good understanding of major marketing channels
- Fluency in English
- Strong organisational and planning skills
- Must be flexible and have well developed interpersonal skills
- Ability to multi-task
- Strong attention to detail

If this sounds like the ideal opportunity for you, please send your C.V. to careers@jysk.mk until **31.08.2019**.