

JOB DESCRIPTION

We are looking for a talented **Marketing Communications Assistant** to be part of our Global Marketing department.

RESPONSABILITIES AND DUTIES

- Assist in outbound or inbound marketing activities in various areas (content development and optimization, advertising, events planning etc.);
- Assist in implementing digital marketing campaigns and analyzing results, conversion rates, traffic, etc., to help shape future marketing strategies;
- Assessed the strategies of competitors, while avidly working to increase our own productivity;
- Generate, edit, create, publish and share original content in all marketing channels (social media, email, print, digital marketing and others) – based on a regular publishing schedule;
- Communicate and respond in a timely manner to customer/prospects queries;
- Measure, manage or oversee advertising and communication campaigns;
- Stay up to date with latest social media trends, best practices and technologies;
- Conduct market research to find answers about consumer requirements, habits and trends;
- Brainstorm and develop ideas for creative marketing campaigns;
- Provide support to the Sales team for marketing problems;
- Undertake individual tasks of a marketing plan as assigned.

REQUIREMENTS

- Bachelor's degree in marketing, communication or similar areas;
- Knowledge of Microsoft Office, Marketing Software (ActiveCampaign), Adobe Creative Suite (Illustrator and Photoshop) online tools and best practices;
- Excellent communication and copywriting skills (mainly Portuguese and English but Spanish is a plus);
- Excellent active listening, negotiation and presentation skills;
- Analytical and multitasking skills;
- Understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods;
- Motivated to work with innovative technological solutions in diverse international environments;
- Autonomous, organized and communicative;
- Strong work ethic, self-motivated;
- Critical thinker and problem-solving skills;

WE ARE OFFERING

- Joining a team that seeks to value and recognize each individual. A dynamic, flexible team that rewards merit and talent, promoting team spirit, goodwill and interaction;
- Participation in international challenging and highly innovative projects;
- Ongoing training and career development;
- Long-term career opportunity, stability and working within a competitive environment that promotes professional and personal growth.

APPLY AT: recruitment@latourrette-consulting.com