



Ημερομηνία ανάρτησης ανακοίνωσης: 19/08/2013

ΝΕΑ ΘΕΣΗ ΠΡΑΚΤΙΚΗΣ ΑΣΚΗΣΗΣ



The role: Marketing Assistant

As the **marketing assistant** you will be responsible for contributing towards and implementing the marketing strategy for our firm, and generally raising its profile. This will be achieved by using website analysis techniques to identify prospective clients that you can then target for business.

You will also have to keep abreast of current affairs and understand how changes in legislation and market trends will affect groups of people. This is so you can target these groups for potential business. You will also have to write informative and easy-to-read articles/guides from information sheets and reliable sources. These will then go on the website and/or be sent directly to clients.

Furthermore, you will also have to maintain and update the company's website by uploading regular, relevant articles, blogging, updating the company news and events and ensuring no mistakes are present on the website. Liaising with all the different departments to understand what products and services they have to sell in order carry out specific departmental marketing work is also an important aspect of the job.

You will also have to find new and innovative ways to promote the company to bring new clients to the firm, and have the confidence to follow up on the strategy. One of the main tasks is to ensure the client database is kept up-to-date so we can sell additional products and services to existing clients, and gain further business by them recommending us.

Moreover, you will be responsible for creating adverts for the firm, regularly updating the firm's social media platforms such as Facebook and Twitter and ensuring the firm's LinkedIn page is current and then use LinkedIn to network. You will also have to carry out internal work such as designing office forms and logos and designing various templates for office use.

Προσοχή! Η θέση δύναται να καλυφθεί πριν την εκπνοή της ανωτέρω προθεσμίας εάν ο Φορέας καταλήξει στο Φοιτητή που επιθυμεί να απασχολήσει.

Finally, you will be responsible for monitoring client feedback and finding out how high our client satisfaction is.

The essential **skills required** for the job include:

- A university degree preferably with a marketing/social sciences direction
- Experience in analyzing data and extracting the useful information from it to use in a concisely written report. Such experience can be demonstrated by any research projects you have undertaken in your academic studies
- Excellent written English skills and presentation skills, as well as being computer literate and proficient in the use of Microsoft Office
- Ability to read about a topic that is unfamiliar to you and be able to extract the useful information and then condense it into an article that a non-expert would be able to understand
- Good communication skills – both with colleagues and prospective clients
- Ability to multi-task and priorities tasks in order of importance
- Excellent time-management skills
- Initiative skills – identifying that a task needs doing, then carrying out that task.

The **desired skills** for the job that are advantageous, but not essential, include:

- Previous marketing experience
- Knowledge of Google analytics and search engine optimization techniques.

You can have a thorough look at the whole range of our activities by visiting our website at www.metecotrade.com.

Υποβολή Αιτήσεων:
20/08/2013 – 30/08/2013,
Δευτέρα έως Παρασκευή, 11:00-13:00,
Γραφείο Πρακτικής Άσκησης Πανεπιστημίου Μακεδονίας.

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