

Title: Marketing Assistants (2-positions)

Job Purpose

- To increase sales and ensure customer satisfaction;
- To ensure Allbright ecommerce platform (Banjoo; <https://banjoosuperstore.com> , <http://banjoomotors.com> and <http://banjooestates.com> are functional at all times serving customers across Liberia and the Liberian Diaspora;

Core responsibilities:

- Managing social media accounts;
- Maintaining a marketing database;
- Participate in training as they are scheduled;
- Analyzing questionnaires and other forms of feedback for best result;
- Helping to identify marketing trends and key opportunities for innovation;
- Understanding about company products, services and brand for effective marketing;
- Periodically log, report or submit difficult or challenging cases for technical solution and orientation for your technical growth;
- Publish daily sales alert via email and post advertisements on social media (facebook, instagram and, Tweeter, LinkedIn;
- Working closely with our sales/marketing consultant to implement sale & marketing strategies;
- Maintain security, both in iCafe; making sure all assets are well protected and accounted for at all times;
- Perform other duties and responsibilities as instructed by CEO.

Required Qualifications and Competencies:

- ✓ High school graduate or college student with basic computer knowledge;
- ✓ Effective written and verbal communication skills
- ✓ A high level of attention to detail.
- ✓ Must have had social media presence on Facebook for at least a year and Digital marketing experience;
- ✓ Honest, intelligent and willing to learn;
- ✓ Willingness to work overtime and on Sunday's/holiday during emergencies and special events;

Sand all applications to hr@allbright.com.lr by close-of-business Feb 10th, 2020. Please indicate in the subject line of the email: "Marketing Assistants"