

MARKETING ASSISTANT

1. Job Description

Your primary role as Marketing Assistant is to work with your team to innovate marketing strategies to drive traffic, leads, and sales for Penji. You will develop ads, write content, create weekly newsletters, write blogs, and find strategic alliances in order to drive leads and sales for Penji. You will work with an in-house team of designers, programmers, and content writers in order to fulfill a marketing campaign/project.

Marketing Assistant also requires you to constantly research and learn newer and better best practices in our industry and present to your team in order for us to stay competitive. You will also be working with a team to occasionally put together presentations and present to company.

2. Responsibilities

1. Content Writing
2. Research
3. Manage multiple marketing campaigns and projects simultaneously with your team
4. Perform A/B tests

3. Requirements

1. Background in content writing
2. Strong understanding of social media
3. Proficient with microsoft office products
4. Ability to research and gather information

4. Key Performance Indicator

1. Number of Campaigns completed within week
2. Success rate of Campaigns created

If you're interested in this position, please email Khai@penji.co your resume.