

## Marketing Assistant

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Company: Fuzu

Location: Nairobi

Category: business-and-financial-operations

### Job Summary

Contract Type:

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The role of the Marketing Assistant is to provide support to the marketing team with planning, executing, and tracking marketing programs, and with the development of new marketing strategies. Their responsibilities may include analyzing data to monitor campaigns and evaluate results, creating and managing the production of marketing collateral, helping with the organization of events, and providing project-specific administrative support.

### Responsibilities

- Assist in the development and implementation of marketing strategies for the key brands.
- Support with planning, implementing, and monitoring marketing campaigns.
- Assist with writing and proofreading creative copy for various marketing materials.
- Assist with the production of marketing material and collaterals.
- Plan, implement and monitor branding and visibility activities.
- Help organize and oversee activations and sampling across key accounts, and other promotional events.

- Track marketing performance and investments and present monthly reports
- Work closely with both the in-house and external creatives to design marketing materials and packaging
- Manage online content (social media and website) to enhance audience engagement.
- Assist in developing and executing product launches, promotions, and in-store activities.
- Maintain and regularly update the product catalogue to reflect the latest offerings and ensure accuracy.
- Provide training to brand ambassadors on product knowledge and new product launches.
- Conduct thorough market research to identify trends and consumer needs relevant to branding and visibility initiatives.
- Assist in the updating of brand guidelines for all brands regarding materials, visual merchandising, communication, ATL, BTL, work done etc.
- Provide administrative and project support for a variety of marketing programs.
- Conduct market research to identify target audience's needs, competition, and trends to help in creating marketing strategies and plans.

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