



MARKETING ASSISTANT

Doers Wanted. Dreamers Encouraged.

Foresight Intelligence is seeking a curious and independent self-starter to assist Marketing Manager in developing and carrying out advertising initiatives and achieve company marketing goals.

REPORTS TO: Marketing Manager

POSITION SUMMARY

Assist in producing marketing content that delivers critical messaging to generate leads.

Job Duties and Responsibilities:

- Create content that attracts attention and helps establish Foresight Intelligence as a trusted source of information and inspiration.
- Write and edit content for website, digital and other marketing initiatives.
- Create and implement content strategies for email and social media campaigns that appeal to our global audience.
- Research industry events and speaking engagements.
- Update and build web pages in WordPress and WIX.
- Design, build and maintain Salesforce-integrated landing pages.
- Craft well-written updates on Twitter, LinkedIn and other social platforms.
- Design layouts for newsletters, flyers, and other materials including infographics and videos.
- Produce videos using PowToon or other applications.
- Develop, implement, track and optimize our digital marketing campaigns across all digital channels.
- Other duties and responsibilities as assigned.

Minimum Requirements:

- Ideal candidate is versed in industry-standard graphics and multimedia software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro).
- Ability to turn ideas into compelling concepts/copy.
- Possess a creative flair, originality and strong visual sense.
- A healthy respect for deadlines and the drive to see projects through to completion.
- Working knowledge of website analytics tools (such as Google Analytics).
- Knowledge of web writing tactics and how to optimize for SEO.
- Knowledge with setting up, analyzing and optimizing Google AdWords campaign.
- Familiarity with functionality and marketing opportunities for Facebook, LinkedIn, Twitter, YouTube, Instagram, Google+ and other social platforms.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Experience with WordPress a plus.