

Marketing Specialist

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Company: TalenTailors

Location: Belgium

Category: business-and-financial-operations

We are looking for an enthusiastic **Volunteer Marketing Specialist** to help us in our overall marketing efforts. You will be an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion.

A Marketing specialist should be a competent professional able to grasp consumer behavior trends and generate creative ideas. You should also be well-versed in specialized marketing concepts, principles and tactics.

The goal is to deliver effective marketing programs that will help our reputation and growth.

Requirements

Brainstorm and develop ideas for creative marketing campaigns

Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)

Liaise with external vendors to execute promotional events and campaigns

Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts

Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, etc.)

Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies

Undertake individual tasks of a marketing plan as assigned

Benefits

Opportunity to work with an international team, gaining exposure to diverse perspectives and cultures.

Remote and flexible working arrangements, allowing you to balance work with other commitments.

Access to free coaching and on-the-job training to enhance your skills and professional development.

Networking opportunities with professionals in the industry.

Personal and professional growth opportunities through training and development initiatives.

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