



# PRODESIGN

SUSTAINABILITY & MEP ENGINEERS

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## INTRODUCTION

We are looking to hire an enthusiastic digital marketing assistant to assist our busy marketing team.

You will be reporting directly to the Managing Director and assisting with all related tasks. You may be required to perform administrative tasks, conduct market research, update the system database, create marketing literature, and foster strong relationships with our clients.

### DIGITAL MARKETING ASSISTANT

#### Roles and responsibilities

- Analyze, design and implement strategies in the area of mass media, communication and marketing
- Perform Digital Marketing e.g. Email Marketing, Social media marketing
- Create banners and contents for marketing purposes.
- Plan, monitor and evaluate online marketing campaign.
- Assist in the production of marketing materials, including leaflets, posters, flyers, newsletters, brochures, e-newsletters and website;
- Write content for both print and web including the company website, blog, brochures and newsletter
- Monitor the company's social media and online presence.
- Recommend techniques to improve the company's public image.
- Make sure that all promotional and marketing materials meet the company's brand identity strategy.
- Assess and report on the effectiveness of communication strategies.
- Coordinate meetings, press conferences, and presentations.

#### Requirements

- Degree in Marketing, Communication, Digital Marketing or equivalent.
- In-depth knowledge of marketing techniques
- Knowledge of Google online analytics
- Ability to multi-task and meet strict deadlines
- Excellent communication and interpersonal skills
- Influencing and negotiation skills
- Creative and innovative
- Must have excellent writing and editing skills
- Strong time-management and organizational skills
- Valid driver's license would be an advantage

Interested candidates are requested to send their CV and **copies of all certificates** on [admin@prodesign.mu](mailto:admin@prodesign.mu) by latest 30 March 2023.

- The company reserves the right to call only the best qualified candidates for the selection exercises.
- Applications received after the closing date will not be considered.
- The company also reserves the right not to proceed with the vacancies.

First floor, Building No.2,  
Industrial Building,  
Valentina Industrial Estate,  
Phoenix, Mauritius

Tel: (230) 660 4545  
Fax: (230) 686 7070  
[admin@prodesign.mu](mailto:admin@prodesign.mu)  
[www.prodesign.mu](http://www.prodesign.mu)

