

Sales and Marketing Associate

Job Description

The Sales and Marketing Associate is responsible for supporting the marketing activities, both online and offline.

The Sales and Marketing Associate will support the Sales and Marketing department by taking ownership of the administrative processes within the department. The incumbent will report to the Sales and Marketing Manager and function across Sales/ Traffic, Promotions, Digital Marketing and Events activities.

The Sales and Marketing Associate will have the following responsibilities:

1. Administration

- Manage the calendar and meeting schedule of the Sales and Marketing Department.
- Take minutes at meetings and follow up on action items with the team.
- Establish and maintain files for projects, clients, staff and procurement.
- Organize booking orders and maintain a smooth process flow between the Sales and Traffic teams

2. Campaign Planning Support

- Support the conceptualization annual schedules of activities to grow audiences, stimulate engagement and generate sales.
- Support the preparation of budgets by liaising with suppliers and adhering to state enterprise procurement procedures.
- Prepare departmental memoranda to support effective communication inside and outside the department.

3. Event Support

- Support the development of large and small events by managing invitation distribution,

4. Activations Support

- Assist in the coordination of outstanding brand activations that facilitate collaborative opportunities with clients and brands.
- Support in the development of a system for collecting and storing audience data for greater insight and engagement.

5. Sales, Sponsorship and Partnership Support

- Prepare booking orders for accounts not assigned to Sales Executives
- Arrange sponsorship and contra agreements with clients of TTT

Required Qualifications and Experience

The Sales and Marketing Associate will have the following qualifications and experience:

- Associate's Degree in Marketing, Communications, Business Administration or other related combination.
- 2 years experience coordinating corporate events
- 2 years experience in working with Media houses, specifically in Marketing environments
- 1 years experience working in a Sales environment.