

# Marketing Assistant

Location: [Europe & the Middle East] [Armenia]

Town/City: Yerevan

Category: Marketing and Resource Development

Job Type: Fixed term, Full-time

## Marketing Assistant

**“World Vision Armenia” Child Protection Foundation**

### **LOCATION**

Yerevan, Armenia

### **DURATION**

Fixed-term

### **PURPOSE OF THE POSITION**

Marketing assistant supports the work of Marketing department on projects directed at implementation of fundraising targets and brand recognition.

### **MAJOR RESPONSIBILITIES**

## **Marketing and Business Development**

- Collaborating with internal teams, clients and partners on marketing initiatives,
- Participate in the design and implementation of targeted campaigns for WV recognition based on the results of the research,
- Contribute with regular updates on WVA website and donate.am website,
- Assist in raising WV Armenia's profile in in-country and international corporate environment,
- Support to create marketing materials (for example, presentations),
- Together with Marketing unit team identify market trends and key opportunities for innovation.

## **Product Development**

- Assist Marketing team in mapping existing opportunities and causes for tailored/ generic product development,
- Assist in all phases of development of marketing products,
- Support implementation of product promotion plans.

## **Fundraising**

- Assist Marketing Coordinator in activities related to fundraising and resources mobilization,
- Support preparing introductory packages and other relevant information for new donors.

## **Marketing Administration**

- Maintaining marketing database,
- Compiling statistical information,
- Assisting with promotional activities,
- Helping to organize market research,
- Providing administrative support to Marketing team.

## **REQUIRED QUALIFICATIONS**

The following knowledge, skills, and abilities may be acquired through a combination of formal schooling, self-education, prior experience, or on-the-job training:

- At least 2 years of relevant experience (Administration or Sales and Marketing Assistant experience),
- Bachelor's Degree in Marketing would be an asset,
- Digital Marketing experience would be an asset,
- Excellent Marketing, Communication and Public Relations skills,
- Strong knowledge of English, Armenian, and Russian languages (verbal and written) and ability to clearly communicate complex ideas and principles required,

- Demonstrated ability to multitask and adhere to deadlines,
- Being well-organized,
- Good knowledge of market research techniques,
- Readiness to constantly learn.