

Sales & Marketing Associate

The Sales & Marketing Associate is responsible for marketing content strategies, customer service, product sales, as well as product and service enquiries.

Job Description:

Sales Admin (60%):

- Communicate and liaise customer enquiries promptly and professionally
- Perform online and offline up-selling and cross-selling of products to clients
- Issue invoices and official receipts
- Assist in organising studio's events and product exhibitions.
- Monitor competitors' activities and brainstorm potential improvements or changes in marketing strategies, products, and services.
- Report on Sales data analytics.
- Achieve monthly sales and revenue quota
- Schedule daily customer appointments
- Schedule appointment with potential collaboration partners such as Kindergartens, Corporate clients or Confinement Centres.
- Update report on daily sales and revenue
- Office support - Administrative tasks and bookkeeping
- Schedule and update customer tracking

Digital Content (20%):

- Conduct research, plan, and implement digital marketing content strategies for company related social media platforms (Facebook, Instagram and TIK TOK)
- Create original ideas, suggest fresh approaches to distributing digital content marketing, and stay current with emerging digital marketing trends.
- Update content on to company social media platforms whenever required
- Capable of utilising Adobe Photoshop/Adobe Illustrator/Canva for design tasks such as creating graphics, editing pictures and posters for marketing use, and collaborating with the internal design team as needed.
- Able to handle editing of videos and understand how short video platforms (Reels and TIK TOK) works.
- Able to write good copies for social media and digital channels.
- Lead and produce content marketing materials (videos) for internal stakeholders.
- Monitor and report on data analytics on the performance of digital channels, planning further with strategies and ideas on future activities.
- Contribute to and work with teams to develop, manage and implement the digital side of integrated marketing campaigns.
- Ensure digital marketing plans such as SEO standards, hashtags and keywords are driving and leading towards the company goals and sales.
- Work as a team and support companywide events whenever required.

Marketing (20%):

- Obtain and respond to chat boxes of customer enquiries and comments.
- Oversee and assist to develop marketing campaigns.
- Assist to organise events and product exhibitions.
- Manage campaigns and daily posting on social media.
- Monitor competitors' activities and brainstorm potential improvements or changes in marketing strategies, products, and services.

Job Requirements

- Bachelor's degree, ideally in digital marketing or communications
- Minimum 2 years working experience in Digital Marketing & Sales.
- Able to work 6 days per week, weekends and Public Holidays.
- Have interest in babies, kids, photo content.
- Experience in developing and managing social media campaigns across channels such as Facebook, Instagram and YouTube.
- Experience in photography and creating/editing images, using software such as Adobe Photoshop.
- Experience in video production, including filming, editing and posting on social media platforms.
- Understand digital analytics and social metrics.
- Able to establish and maintain effective working relationships with stakeholders and other departments.
- Able to deliver creative ideas and execute a range of concurrent projects on time