

Reporting directly to the Marketing Manager and using the Mise en Place (MEP) Mission as a guide, the objective of the Marketing Assistant is to provide comprehensive social media and administrative services and support to the Marketing Department.

This position will benefit someone who has experience in professional photography and social media management, with good organizational skills and is interested in digital marketing and gaining real-life experience at a diverse Caymanian company with multiple food brands.

Requirements:

- At least 5 years of marketing-related experience.
- Advanced photography and videography skills for creating engaging visual content.
- Proficiency in social media platforms including Instagram, Facebook, LinkedIn and TikTok.
- Experience in creating and managing social media campaigns that align with a brand's goals.
- Ability to analyze social media metrics and Google Analytics to inform strategies and decisions.
- Familiar with social media scheduling tools.
- Proficiency in design software such as Adobe Creative Suite and Canva.
- Familiar with all forms of paid online advertising.
- Excellent written and verbal communication skills.
- Excellent time-management and organizational skills.
- Ability to work independently and collaboratively with a diverse team.

Responsibilities

- Assist with executing marketing plans and strategies in line with business objectives.
- Schedule and publish social media content across multiple platforms.
- Manage paid social media and online advertising campaigns and optimize them for maximum results.
- Create engaging written content for social media posts and email marketing.
- Create and curate high-quality visual content (photos, videos, GIFs, etc.)
- Design brochures, signage and similar marketing materials using design software.
- Manage social media accounts and profiles, including monitoring interactions, responding to messages, and engaging with followers.
- Conduct social media analyses to track KPI's.
- Utilize advanced photo and video editing software to create visually appealing content.
- Provide marketing support for large Q4 sales project, including advertising, addressing customer inquiries, finalizing sales, overseeing product pickup and delivery schedules, and collaborating with internal teams to ensure accuracy.

Company Benefits:

Paid Vacation, Health Insurance, Pension, Daily Lunch.

Other requirements:

Qualified Caymanians and PR Holder are strongly encouraged to apply and will receive priority for consideration.

We will only contact individuals who meet the criteria.

Visit: <https://miseenplace.bamboohr.com/careers> to submit your application.