



Vacancy - Marketing Associate

WYLDE International is an Unmatched Strategy and Entrepreneurship firm that equips and empowers entrepreneurs and their support institutions to succeed. We seek to hire a **Marketing Associate**. Reporting to the Marketing Lead, the individual will be responsible for planning and implementing marketing and advertising activities.

Duties and Responsibilities

1. Develop and implement marketing strategies and plans.
2. Plan and execute multi-tactic marketing campaigns to create awareness and generate leads, including events, webinars, print, advertising, etc.
3. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
4. Plan, write, and edit blog articles, social media and website copy, digital ad copy, lead magnets, emails, brochures, and other content to support the WYLDE brand and its products.
5. Align content to brand guidelines, write to brand voice, and write to different audiences and personas.
6. Engage with departmental teams to create targeted messaging and content to support brand awareness and lead generation, i.e., website content, digital ads, landing pages, emails, videos, etc.
7. Monitor customer feedback, questions, and concerns shared on our digital platforms and coordinate timely responses.
8. Coordinate with the design teams to generate digital and print advertising material.
9. Measure and report the performance of all marketing campaigns and assess against ROI and KPIs
10. Manage, maintain, and strengthen partnerships with other organizations.

Required Specifications

1. Minimum Degree in Marketing or any relevant field from a recognized university
2. At least 3 years of work experience in branding & marketing
3. Demonstrable competence in marketing, brand management, social media marketing, content development, advertising, and corporate communications
4. Experience working with content management systems. e.g. Wix, WordPress
5. Excellent working knowledge of all social media platforms i.e. Facebook, Twitter, LinkedIn, Instagram, etc.
6. Excellent working knowledge of Google Tools i.e. Google Analytics, Search Console, Ad words
7. Graphic design skills (will be an added advantage)
8. Strong communication and presentation skills
9. Proactive, self-driven with great interpersonal skills

How to Apply

If interested, please send your CV to recruitment@wyldeinternational.com by **Friday 24th March 2023** indicating '**Marketing Associate**' in the subject line. Only shortlisted candidates will be contacted. WYLDE International is an equal opportunity employer.