

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-447-2021
Company Name	THE agency + Maison Mirath (sister companies)
Industry	Marketing/Digital Marketing
Vacancy	Marketing Assistant
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full time
Major(s)	Marketing/Communications
Degree	Business/Marketing
Years of Experience	1-2 years
Location	Beirut
Remuneration & Benefits	TBC (cash USD)
Tasks & Responsibilities	<ol style="list-style-type: none"> 1. Market Research: <ul style="list-style-type: none"> • Industry research and analysis • Competitive analysis 2. Strategy & Campaigns: <ul style="list-style-type: none"> • Develop 360 marketing strategies across the different accounts • Develop execution plans of the marketing strategies & ensuring execution • Develop marketing campaigns • Ensure execution of campaigns through 360 channels • Creating and execution photoshoot mood board and direction • Coordinating with internal and external parties for execution of all marketing activities and strategies 3. Social media: <ul style="list-style-type: none"> • Yearly & monthly social media content direction & coordinating with the graphic team • Managing the organic social media accounts under Maison Mirath & THE agency (FB, Instagram, Twitter, LinkedIn, TikTok, Snapchat) • Growing the social media accounts both organically and paid • Developing, executing, and monitoring paid social media strategy of clients • Monthly social media reports • Copywriting & hashtag selection 4. Website <ul style="list-style-type: none"> • Monitoring website performance & provide analysis accordingly • Monitoring and managing the SEO performance • Developing and executing Google Ads

JOB POSTING REQUEST FORM

- Copywriting
- 5. Managing CRM and Email Marketing for Maison Mirath
- 6. Marketing activities MM & THE agency
 - Coordinating with internal and external parties for execution of all marketing activities and strategies
 - Managing online and offline marketing activities