



Allied Motors Co. Ltd. is hiring a Marketing Assistant

Allied Motors Co. Ltd (Mauritius) is the official importer of Audi & SEAT motor vehicles and spare parts on the Mauritian market. It also provides after sales services (servicing & repairs) to its clients.

Situated at **State House Avenue, Reduit**

Duties are as follows: (See annex for the Job Description)

We are currently looking for degree holders in:

- BA (Hons) Media Arts with specialisation in: Advertising and Graphic Design / Animation / Game Design / Digital Video Production / Web and Multimedia **Or**
- BSc (Hons) Marketing Management **Or**
- BSc (Hons) Marketing with Digital Technologies

Duration: Full time / Indeterminate Contract

Remuneration: Basic Salary + Overtime + Transport Refund

Working Days/ Time: From Monday to Friday- 8:30 to 16:30pm / 2 Saturdays per month 08:30 – 11:30

Send your CV/ Motivation Letter on: hr@alliedmotors.co

By: **31st May 2023**

Learn more on their company: www.alliedmotors.mu

Annex: Job Description

Job Title: **Marketing Assistant**
Accountable to: Marketing Manager

Job Summary:

The Marketing Assistant is an exciting position where you will ensure that both our Company image and our products' brands are represented and safeguarded in the best way. Aside from the technical skills, we want someone who is passionate and curious.

Key Responsibilities will include, but will not be limited to:

1. Marketing (PRICE, PRODUCT, PLACE, PROMOTION/ADVERTISING)

Main Activities

- Assist in the implementation of the marketing programs through press advertising, billboards, radio spots, (etc...) direct mail or emailing, road shows, website.
- Maintain schedules, deadlines and appointments for Marketing & Events department.
- Implement and follow up for filing and fielding of all documents/records (articles, advertisement) related to Allied Motors and its competitors.
- Place and follow up all reservation orders, the sending of the documents
- Follow up and with the accounting department on all payments related to advertisement, goods and products.
- Responsible for the maintenance, level of stock and distribution of the goodies
- Collect, update and manage the different databases
- Responsible for the communication of the event's planning to the staff
- Select, order and maintenance of all POS materials and outdoor promotional materials

Online activities

- Act as editor for the company and related brands' social media pages (Facebook, Instagram, Youtube...) by creating, managing and posting content, manage requests and messages, manage online campaigns as per the Marketing Manager's instructions.
- Act as user for the company's Google Ads, by creating, managing and posting artworks as per the Marketing Manager's orders.

To follow-up with all branding activities and loyalty programs

2. (a) Events (Planning and implementation)

Main Activities

- Enquire about and ensure compliance with relevant regulations with the local authorities as and when required.
- Creation and distribution of marketing materials like invitations, advertisements and flyers as well as arrangement of transportation.
- Assess and ensure the procurement of multimedia equipment, ensure the appropriate room set up as well as welcoming the attendees.
- Create and revise room layouts for each event.
- Adhere to conference planning schedule, policies and guidelines
- Contracting with caterers and service providers while endeavouring to obtain the best tariff for the services.
- Solicit exhibitors and act as facilitator.
- Be able to understand the needs of the customer or organization who wishes to hold a meeting or an event. And to liaise closely with the customer or organization and determine together with the latter the purpose or desired goals of holding such event.
- To determine the available budget, and work out the estimated cost of the meeting or event in accordance to quotations obtained, while ensuring same is within budgeted amount. Debriefing after the meeting and filing of all related documents.
- Prepare and submit final Receipt and Expenditure statement for the organization on the basis of confirmed prices for the event
- Close out all events as required.

2. (b) **Events (Administration)**

Main Activities

- Implement and follow up checklists for filing and fielding of all documents/records related to the service provided.
- Implement and follow up checklists for archiving documents/records related to the service. Compile data accurately.
- Ensure all administrative tasks are done in accordance with established checklist.
- Attend to clients calling at the department and reply to phone queries in a positive manner so as to satisfy client's requirements. Relay messages.
- Inform Manager of any complaints. Deal with specific problems in Manager's absence; ask for Manager's advice whenever necessary.
- Seek assistance of Manager for non-conforming service.
- Follow established checklists for the dispatch and delivery of all documents and services.
- Establish each event's budget prior to event. Liaise with Manager for approval.
- Keep track of event finances including cheque requests, invoicing and reporting.
- Coordinate appointments and visits and scheduling of events on the calendar.

3. Design

- Design and produce marketing materials, including but not limited to digital ads, email campaigns, website graphics, social media content, presentations, and print collateral
- Effectively communicate with Sales team, providing status updates and requested information in a timely manner
- Conduct photo shoots and video production as needed
- Perform quality assurance checks on all final deliverables before release
- Update and maintain portfolio website

Required Skills and Qualifications

- Bachelor's degree in marketing, graphic design or related field
- Proficiency in Microsoft Office (Word, PowerPoint, Excel)
- Excellent attention to detail
- Very good communicator
- Ability to create designs and contents that are on-brand, appealing, and effective
- Familiarity with Adobe Creative Suite (InDesign, Photoshop, Illustrator) would be an advantage
- Familiarity with video editing and animation software would be a plus
- Apt to work extra hours when required