



<https://decastroconsulting.ph/careers/operations-manager/>

Marketing Associate

Primary Responsibilities

Job Summary:

We are seeking a creative, enthusiastic, and detail-oriented Marketing Associate to join our growing team. The Marketing Associate will play a crucial role in supporting the development and execution of our marketing strategies across various channels. This role requires a proactive individual with a strong understanding of marketing principles and a passion for engaging with our target audience in the Philippine market.

Responsibilities:

- Assist in the development and implementation of marketing plans and campaigns, both online and offline.
- Create engaging and relevant content for social media platforms (Facebook, Instagram, LinkedIn, etc.), website, email marketing, and other marketing materials, tailored to the Filipino audience.
- Conduct market research and analyze trends to identify opportunities and competitive insights within the Philippine market.
- Support the planning and execution of marketing events, webinars, and promotional activities.
- Assist in managing relationships with external vendors and agencies.
- Monitor and report on the performance of marketing campaigns, providing insights and recommendations for optimization.
- Manage and update the company's social media presence and website content.
- Collaborate with the sales team to align marketing efforts with sales goals.
- Assist in the management of marketing budgets and expenses.
- Stay up-to-date with digital marketing trends and best practices relevant to the Philippines.
- Provide administrative and logistical support to the marketing team.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- Proven experience in a marketing role (fresh graduates with strong internships are also encouraged to apply).
- Strong understanding of digital marketing principles and platforms (social media, SEO, email marketing, etc.).
- Excellent written and verbal communication skills in English and Tagalog (advantageous).
- Creative and detail-oriented with a strong visual sense.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Familiarity with graphic design tools (Canva, Adobe Photoshop – basic skills are a plus).
- Strong organizational and time management skills with the ability to prioritize tasks and meet deadlines.

Employment Type

Full-time

Job Location

Metro Manila, Philippines

- Ability to work independently and as part of a team in a fast-paced environment.
- Passion for marketing and a strong understanding of the Philippine consumer landscape.
- Experience with event coordination is a plus.

Contacts

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