



## **JOB POSITION: MARKETING ASSISTANT**

We are a UK-based accounting firm providing accounting and bookkeeping services to law firms. We have an offshore office in Lahore, and we are currently recruiting for a Marketing Assistant to join our Lahore office.

We are seeking a dynamic and motivated Marketing Assistant to join our team and contribute to the success of our marketing efforts. As a Marketing Assistant, you will be responsible for supporting various aspects of our digital marketing strategy, including email marketing, social media marketing, and SEO.

## **RESPONSIBILITIES:**

- **Email Marketing**
  - Assist in the creation and execution of email campaigns, including drafting compelling content, designing templates, and segmenting lists.
  - Monitor and analyse email campaign performance metrics to optimize engagement and conversion rates.
  - Collaborate with the stakeholders to develop targeted and personalized email communication strategies.
- **Social Media Marketing:**
  - Manage and curate content for various social media platforms to increase brand visibility and engagement.
  - Implement social media campaigns, including scheduling posts, tracking performance, and responding to audience interactions.
  - Stay updated on social media trends and incorporate innovative ideas into the overall social media strategy.
- **SEO (Search Engine Optimization):**
  - Assist in optimizing website content for search engines to improve organic search rankings.
  - Conduct keyword research and analysis to identify opportunities for website optimization.
  - Collaborate with content creators to ensure SEO best practices are integrated into all online content.
- **Analytics and Reporting:**
  - Track and analyse key performance indicators for email, social media, and SEO efforts.

- Generate reports to provide insights and recommendations for ongoing optimization.
- **Collaboration and Communication:**
  - Work closely with cross-functional teams, including content creators, designers, and developers, to align marketing efforts with overall business objectives.
  - Communicate effectively with team members and stakeholders to ensure cohesive and integrated marketing strategies.

### **REQUIREMENTS:**

- 1 -2 years of previous experience and education in marketing, communications, or a related field.
- Familiarity with email marketing platforms, social media management tools, and SEO best practices.
- Strong written and verbal communication skills.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Proactive attitude and willingness to learn and adapt in a fast-paced environment.

If you are a passionate and creative individual with a keen interest in digital marketing, we invite you to apply and be part of our team as we continue to grow and innovate in the digital space.

### **Job Shift:**

10:00 AM to 6:00 PM (Pakistan Standard Time), Monday to Friday

### **Job Location:**

Gulberg III- Lahore, Pakistan

### **Job Type:**

Full Time/Permanent

Please email your CV/Resume to HR Manager at [ZAS@mylegalcashier.com](mailto:ZAS@mylegalcashier.com) by **5<sup>th</sup> April 2024**.

**Our official website: [www.mylegalcashier.com](http://www.mylegalcashier.com)**