



Example of Marketing Graduate Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing graduate. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing graduate

- You will have ownership of specific administrative tasks finance and budget control, purchase order requests, meeting agenda planning
- You will have ownership for specific project work, managing the research panel agenda and agency, updating product positioning documents, managing and updating campaign planning documents
- Effective project management, ensuring that key stakeholders are informed throughout
- Write engaging copy for marketing collateral
- Develop and implement effective marketing campaigns in line with strategy
- Implement the digital and social media marketing strategy via website updates (CMS), social media postings (Hootsuite), videos creation, jobboard advertising
- Manage and/or support the organisation of events from preparation to completion monitoring KPIs (i.e seminars, sponsored events, assessment days, recruitment fairs and social events)
- Responsible for brand image and ensuring marketing materials do not deviate from the brand
- Liaise and network with a range of stakeholders including management, external agencies, in house teams, suppliers and partner organisations to ensure the successful delivery of campaigns
- Liaise with Marketing Manager to ensure recording of purchase orders and invoices

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- College, university, or equivalent degree in Marketing, Sales, Business Administration, or related field required
 - Broad experience and exposure across a number of our Business and Marketing teams
 - University Marketing/Product Marketing/Business Management Degree
 - Travel Industry and Business Intelligence market Understanding (a plus)
 - You'll have a close attention to detail
 - Various other ad-hoc duties and responsibilities