

Job profile: Digital Marketing Assistant

Location: Malta

Salary: 50 euros per Month (+ incentives)

Company description:

ML Components GmbH is an international distributor of electronic components, based in Mainz, Germany. BD Electronics Ltd. is the subsidiary, based in Malta. We distribute obsolete technology products globally to manufacturers of various industries: medical, aerospace, military, computer, telecommunications and transportation. We are a rapidly growing company with an energetic and international workforce who operates in a positive, competitive environment.

Responsibilities:

- Managing and creating content for multiple Social Media accounts, and posting according to the schedule.
- Generate potential leads through SEM and Key Words.
- Improving our website SEO and producing high quality backlinks.
- Conducting analytic reports using Google Analytics and other tools.
- Monitoring website performances.
- Assisting with Digital Marketing campaigns.
- Monitor, review and provide content for the company newsletter.
- Assist with Campaign videos and creating video content.
- Writing articles or blogs.
- Improving Brand awareness locally.
- Designing and developing line cards, flyers and Posters.
- Carrying out research projects on the industry and our competitors.

Education and Experience:

- Business or marketing-related degree or equivalent professional qualification
- Relevant product and industry knowledge
- Microsoft office proficiency
- Relevant software applications skills such as Adobe Illustrator, Photoshop and Premiere
- Knowledge Keywords, SEO and Google Analytics
- Familiarity with Twitter, Facebook, LinkedIn and YouTube
- Interest Blogging or writing articles
- Web development languages are a bonus