

# Marketing Research Assistant

**Position Title:** Marketing Research Assistant

**Reports Directly To:** Chief Strategist

**Reports Indirectly To:** Client Success Officer

**Location:** Remote Employee or Rockland, Maine

**FLSA Status:** Hourly

## Summary:

This position is focused on working with our marketing strategy department by providing research on various topics from industry trends, blog research, and content research for client work. This position is responsible for staying on top of trends with small-medium sized businesses in social media and constantly seeking best practices that we can apply to our work for our clients.

The Research Assistant must excel at industry research, content collection, and generation. This position is responsible for gathering content to be used within the strategies for our small to medium size business clients as well as creating content for clients and helping with reputation management for clientele.

In addition, this position will be responsible for monitoring reviews and the online reputation for many of our clients through our online tool.

He/She is an ambassador for the company, promoting Dream Local to the local/national community. Therefore, conduct must be professional at all times.

## Responsibilities

- Researches and partners with marketing strategists in the execution of client's online marketing strategy as assigned; executes standards for the following to ensure program & product quality
- Researches industry competitors and best practices
- Gathers short and long form industry specific content to be used as part of a client's online marketing content.
- Keeps informed of social media trends and new information
- Researches various avenues to generate and repurpose interesting content for various industries as assigned
- Gathers up to date marketing/blogging statistics and content pertaining to each client/industry
- assigned
- Other duties may be assigned by the Senior Project Manager
- Conducts himself/herself in a professional manner at all times
- Follows all rules and regulations set forth in the latest Employee Handbook if applicable

# Marketing Research Assistant

## Qualifications and Skills:

- Organization – Can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
- Timely Decision Making – Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure; able to make a quick decision.
- Problem Solving – Uses logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answer.
- Action Oriented – Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.
- Time Management – Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.
- Creativity – Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- Independent Learning – Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.

An individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education and/or Experience:

- High school diploma required.
- Familiarity with the major social media channels a must.
- Must have the ability to work independently.

## Supervisory Responsibilities:

N/A

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

# Marketing Research Assistant

## Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.