

Inova Solutions is the strongest regional Microsoft License Solutions Partner in the Caribbean. We focus on providing direct service to the top tier customers in the Caribbean and recently also in Latin America. In our 6 years of existence we accomplished becoming the largest player in the market. We are located in Curaçao, Ecuador, Jamaica, Puerto Rico and Trinidad & Tobago.

Marketing Associate

For this new position in the company, Inova Solutions is looking for a creative, independent and dedicated Marketing Associate to join our team.

You will be responsible for your own projects and several structural tasks. Your creativity is reflected during the development of marketing communication materials. The Marketing Associate, under the direction of the Marketing Manager, coordinates and executes digital marketing initiatives and all daily interactions with the digital marketing agency. The position requires very strong organizational and project management skills and the ability to understand strategic and tactical marketing perspectives. Exceptional communication, organization and presenting skills, problem solving and project leadership are a must. The ideal candidate will be comfortable working independently and leading the development of community and division wide plans, schedules and calendars on an ongoing basis.

Responsibilities include (but not limited to):

- Assist with the production of marketing materials and literature, such as web content, brochures and press releases
- Create, execute and maintain monthly, quarterly and annual calendars for digital programs including e-blasts for the entire region
- Support marketing manager in organizing various projects
- Create, execute and post content for social media
- Leverage web analytics data to derive actionable insights about site experience and web users
- Maintain and organize project files, budgets, spreadsheets and other project resources as required
- Encourage other departments in the organization to take part in promotional activity
- Maintain company websites via the CMS system, including all content updates, the development of new sites, posting of photography, contents, links, etc.
- Assist with the production of graphic design and videos.

Desired Skills and Experience:

- Bachelor's degree in marketing, business or communication related
- Strong organizational and project management skills. Must be detail oriented and deadline driven
- Proven track record of successfully managing multiple projects and deadlines simultaneously
- Strong Microsoft Office experience, particularly intermediate-to-advanced Word, Excel and PowerPoint
- 2+ years of relevant experience
- Have Digital Marketing skills and proficient with Social Media
- Familiarity with CMS programs and Adobe Creative Suite
- Ability to create content in English and Spanish

What we offer:

We offer you a challenging opportunity with a chance to grow within our international organization. Learning and personal development are key! We offer you a competitive starter's salary.

Interested?

Please send your resume and cover letter to jobs@inovacorporation.com to be considered for this unique opportunity.

For more information contact Adriana Wong +5999 736 3545 ext. 506.