

Marketing Assistant

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Company: Sagan

Location: Bogotá

Category: other-general

Position: Marketing Assistant

Location: Remote (EST Timezone)

Work Schedule: Monday-Friday, Flexible (needs to have at least 2 hours of overlap with EST)

Position Type: Full-time

About us:

We are currently seeking a motivated and talented Marketing Assistant to join our team remotely. This role offers the opportunity to conduct industry research, draft sales emails, and create thought leadership content for our sales team.

Role Overview:

As a Marketing Assistant, you will play a crucial role in driving additional meetings for our sales team by conducting extensive industry research and translating your findings into compelling sales content. The ideal candidate will have a mix of research and sales experience, strong written English skills, and the ability to work independently.

Key Responsibilities:

Conduct extensive industry research to identify potential prospects and market trends.

Draft personalized emails for the sales team based on your knowledge of the market and specific prospects.

Create thought leadership pieces to be posted on LinkedIn by the sales team, demonstrating our expertise in the industry.

Collaborate with industry experts to refine your perspective and opinions.

Requirements:

Strong written English skills with the ability to communicate complex ideas clearly and concisely.

Experience in research and analysis, preferably in a sales or business development role.

Proficiency in using tools such as Notion, Outlook, CRM (Pipedrive), and Teams.

Ability to work independently and prioritize tasks effectively.

Flexibility in working hours with at least 2 hours of overlap with Eastern Time for team meetings and feedback sessions.

What We Offer:

Access to all industry resources and tools necessary for conducting research and analysis.

Opportunity to work with a team of industry experts to enhance your knowledge and skills.

Flexible working hours and the ability to work remotely from anywhere.

Nice-to-Have:

Previous experience in a similar role or industry.

Ability to adapt writing style to different audiences and platforms.

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