



BRANDS YOU KNOW - PEOPLE YOU TRUST

MARKETING ASSISTANT

With more than 31 years of experience in the flower industry, Equiflor/Rio Roses is a leading grower/importer/distributor of “world class” fresh cut flowers. We are a small privately-held company, offering a dynamic work environment, and excellent benefits. **If interested, please send us a copy of your resume with salary requirement to ela@equiflor.com.**

Responsibilities will include:

- Support the work of the marketing manager and sales department on projects directed at maximizing company profits and developing sales strategies.
- Support Marketing Manager in organizing campaigns and developing marketing strategies.
- Assist in collecting data, and developing and analyzing questionnaires that help determine product performances and customer preferences.
- Research and analyze data about consumers, competitors, and market conditions through secondary research.
- Plan and coordinate event details, including registration process, printed material and product shipments.
- Create shareable content appropriate for specific social media networks to spread both our brand and our content.

Qualifications/Experience

- Applicants should possess an Associate’s Degree; BSc in Marketing or Communications is highly preferred.
- Candidate must have excellent communication skills and demonstrated experience in content creation.
- Experience using Facebook, You Tube, Instagram, Twitter, LinkedIn, Pinterest and Instagram.
- Must have at least 2-3 years of experience in the marketing area.