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Introduction of amazon

The Amazon logo, featuring a thick orange curved arrow that starts under the letter 'a' and ends under the letter 'n', pointing from left to right.

- Amazon is the first large company which sells good and services with the help of internet. It was founded by Jeff Bezos in the year of 1994. Amazon first started out as an online bookstores. After that it grows quickly to add new items like video games, electronics, apparels and many more.
- Company logo symbolizes means that they sell all the products from A to Z.
- Amazon.com try their best to get customer loyalty and trust. They offers state shipping services, and they have many retail stores in different countries. It also purchases customer data and information to achieve customer needs and wants. Amazon is one of the first in the world to sell online and has many competitors like: ebay, rakuten and flipkart. Therefore, amazon has own over 40 subsidiaries includes: Zappos, Shopbop, IMDb, Amazon Prime, Alexa, Appstore and Amazon Drive.

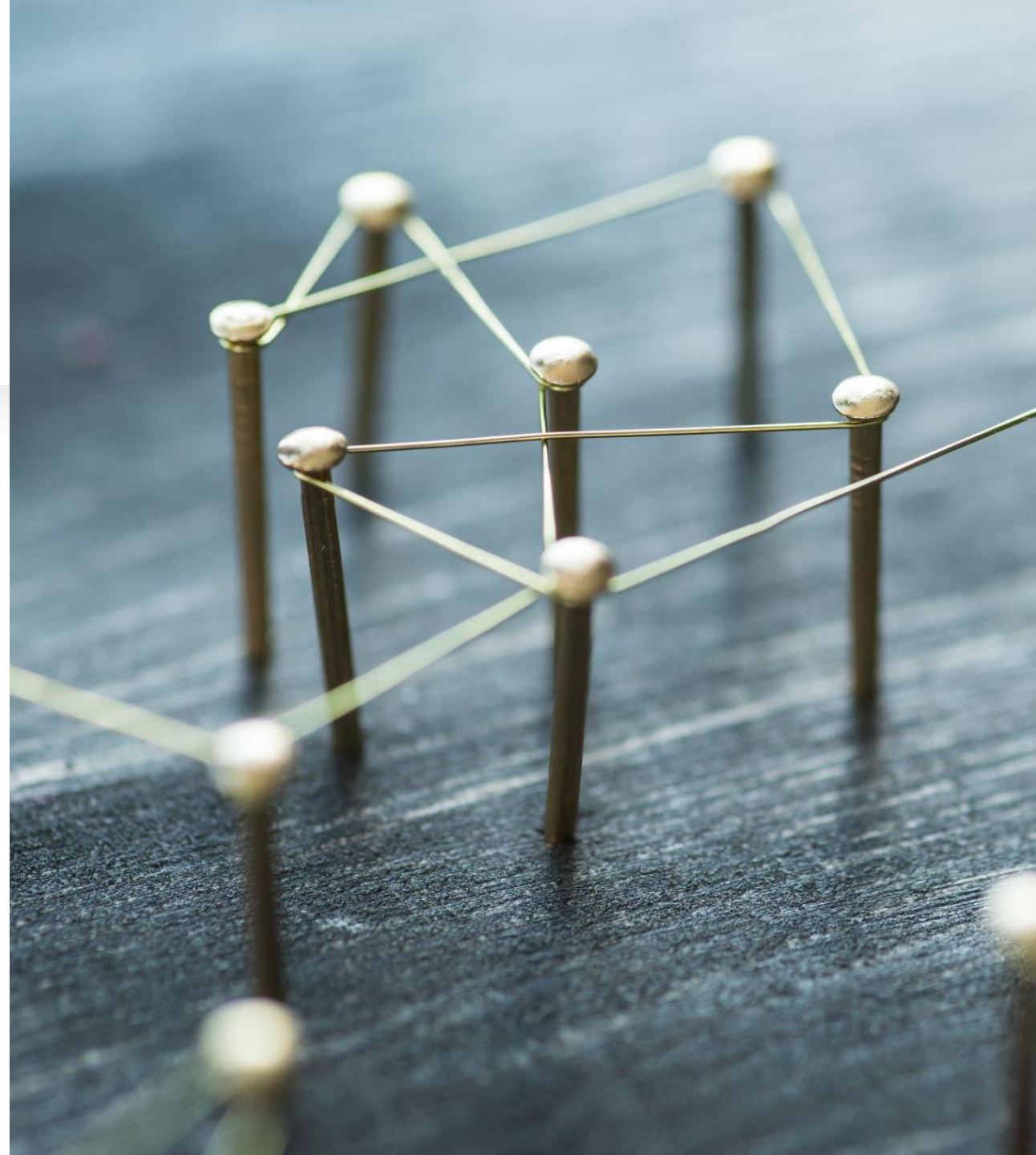
Strategic Goal of Amazon

- **Grab and Go** – One of the latest strategies by Amazon is Grab and Go. In this strategy, they rent or purchase the place near 7000 to 14000 sq ft. and they sell meals, snacks, weekly essentials, seasonal produce, prepared foods, bread, alcohol, supplements and local specialties.
- These quick shops provide an advanced cart like Amazon Dash Cart powered by advanced computer vision technology. Moreover, they also provide options to check out and navigation so anyone can easily enhance their shopping experience.
- Amazon launched these types of shops to compete with the big sharks of the market like Tesco, Sainsbury's and Lidl. In the Amazon Dash Cart, they offer check-out-less shopping, so people save their time.



Job Position – Marketing Assistant

As a Marketing Manager of the Amazon Company, and I am looking for a Marketing Assistant to provide support for a large marketing team by helping in planning and executing marketing campaigns. For instance, digital ads, organizing events, sales and updating day-to-day work of employees for a smooth running of the team.



Job Description



Managing social media pages by posting updates in a daily basis and responding to comments and messages.



Communicating with clients, customers and external agencies



Creating and delivering presentations



Using website analytics to ascertain the relative effectiveness of ongoing campaigns and understand the way users interact with the site



Submitting ideas for marketing programs designed to enhance and grow the company's brand



Attending industry events, conferences and trade shows



Person Specification

- Education:
 - i. Undergraduate and Postgraduate Degree in business management particularly in marketing management field.
 - ii. Certificate or Diploma course in Higher National Diploma (HND) or Chartered Institute in Marketing (CIM) in business studies.
- Experience:
 - i. Internships, professional training programs, A-level courses or apprenticeship.
 - ii. 3+ years of experience in marketing sector of MNCs.



- Oral and written communication skills

Oral communication skills helps to convey the ideas and information by interacting with their team members via presentations, seminars as well as conference meetings. Moreover, talking with the customers requires a good communication. Written communication skills helps to write a wide variety of marketing materials.

- Creative and innovative thinking

A marketing manager should think something creative and unique to reach their company's goal. New strategies and ideas helps them to target large audience for the growth of the company.

- Teamwork and leadership quality

Collaborating with group members by listening everyone's suggestions and implement them properly for the final solution. Encouraging team members and guide them to perform their best is the leadership skills.



Pay and Working Conditions

- Salary : £30,000 per annum. May vary from employee to employee as it depends on the work and experience.
- Includes bonus, incentives and compensation. (overtime, performance reward, retirement plan and insurance plans like health insurance, life insurance as well as disability insurance)
- Full-time & Permanent.
- Working days - Monday to Friday.
- Probation period of 3 months is mandatory.
- Increment of 5% of total salary every year.
- Leave notice prior to 15-20 days.



Flexible Working Arrangement with Justifications

- 3 alternate days - office and 2 days - remote working.

Office - Meetings, seminars, daily tasks and carefully monitoring the company's position. Additionally, generating plans and ideas with team to launch the upcoming product into the market.

Work from home – Survey of social media platforms, data analysis, conducting international meetings and responding customers via call as well as mails to observe the needs and wants of the customers.

- Work contract - 40 hour/week.
 - Sick leave along with the annual leave (holiday entitlement) + meals are included.
 - Positive working environment along with facilities like cafeteria, rest room, collaboration hall, conference room to spend a quality time with colleagues.
 - Laptop and other electronic devices for the remote working employees.
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Conclusion

In a nutshell, marketing assistant plays a vital role in any organization to reach the company at the highest level. Their main role is to understanding the goals and strategies of the company to reach its target audience by connecting company's product as well as services. Looking for a person who can fit into our company's criteria with the required qualifications and skills. Successful candidate will get a chance to work in a good environment to gain an experience which is helpful in their future.

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THANK YOU!!

