

Marketing Strategist

Impactful Marketing

About Us

At Impactful Marketing, we believe in innovation, creativity, and strategic thinking to drive impactful marketing campaigns. Whether it's launching new products, building brand awareness, or creating compelling content, we thrive on connecting with audiences in meaningful ways.

We are looking for a Marketing Strategist who will soon be completing a postgraduate degree in Marketing, Business, Communications, or a related field and is eager to kick-start their career in a role where ideas matter more than experience.

What You'll Do

As a Marketing Strategist, you'll play a key role in shaping our marketing efforts. Your responsibilities will include:

- ✓ **Market Research & Insights** – Analysing industry trends, audience behaviours, and competitor strategies to inform marketing decisions.
- ✓ **Campaign Development** – Supporting the creation of marketing campaigns across digital, social media, email, and traditional channels.
- ✓ **Content Strategy** – Contributing to the development of engaging content that aligns with brand goals and audience needs.
- ✓ **Brand Positioning** – Assisting in crafting messaging and storytelling that resonates with our target market.
- ✓ **Performance Analysis** – Monitoring campaign performance, using analytics tools to track success, and providing recommendations for optimization.
- ✓ **Collaboration** – Working closely with designers, content creators, and digital teams to bring marketing strategies to life.

What We're Looking For

We understand that you might not have direct industry experience, and that's okay! We're looking for someone with:

- ✓ **A master's degree** in Marketing, Business, Communications, or a related field (completed in the last 1-2 years).
- ✓ **Analytical thinking** – Ability to interpret data, spot trends, and translate insights into actionable strategies.
- ✓ **Creativity & problem-solving skills** – A fresh perspective and a willingness to experiment with new ideas.
- ✓ **Strong communication skills** – Both written and verbal, with an ability to craft compelling messages.
- ✓ **Digital savviness** – A basic understanding of social media, content marketing, and digital advertising.
- ✓ **Curiosity & adaptability** – Eager to learn, open to feedback, and ready to grow in a fast-paced environment.

What We Offer

A structured learning environment – Hands-on mentorship, training, and career development opportunities.

Real-world experience – Work on live projects and make an impact from day one.

A creative and collaborative culture – Join a team that values fresh ideas and innovative thinking.

Progression opportunities – A clear path for growth within the company.

If you're ready to **launch your marketing career**, we'd love to hear from you!