



Marketing Coordinator Assistant INTERN Job Description – Wilmington, CA

The Marketing Coordinator Assistant is responsible for aiding all of the marketing, advertising and promotional efforts and activities for the organization. This position reports to the Marketing Coordinator and the Chief Operations Officer and communicates with all North America business units, and the Al Dahra Global Network of companies with a focus on East Asia/China markets. He or she will aid in the formulation and coordination of marketing activities, initiatives, projects and recommend policies and maximize market-share, margin and return.

Duties:

- Planning of marketing and branding objectives and strategies alongside company executives and other team members.
- Develop robust data sources and use to analyze market trends and recommend changes to marketing and business development strategies.
- Assist in the preparation of budgets and track results.
- Help create press releases, advertisements, and other marketing materials.
- Contribute to the design of print ads and publications.
- Collaborate with sales and sourcing to obtain goals set by Marketing Coordinator and COO.
- Aid in the development and work with the North American team and also all Al Dahra global network teams to develop and execute new concepts, business models, channels and partners to position business as innovator and leader.
- Aid in the development of product marketing plans.

Qualifications:

- Current attendance in BA/BS program in Agriculture, Business Management, Marketing or a related field
- Mandarin Chinese strongly preferred (speaking; reading/writing optional)
- Organization, planning and prioritizing skills.
- Minimum of 1 year of marketing experience or a related field.
- Analytical, verbal and written communication skills required.
- Superior demonstrated PC skills: PowerPoint, Photo Shop, graphic arts, and video editing
- International marketing focus
- Ability to persuade and influence Marketing Coordinator and COO with new ideas.
- Ability to coordinate within diverse cross-functional teams to aid in the achievement of targets.