



**Marketing Assistant
Haddenham**

Job type

Full-time
Permanent

Title: Marketing Assistant

Currently Reporting to: Marketing Manager

Job Purpose:

As **Marketing Assistant**, you will assist the Marketing Manager in developing and executing a comprehensive marketing strategy, ensuring seamless professional campaign is maintained at all times.

As the interface for our company, you will be an ambassador for the Group, its interests, and its reputation. You will have excellent manners, personal presentation, attitude and be comfortable communicating at all levels. You will set examples within the Group by promoting a good, collaborative, and positive working environment and be seen as 'leading from the front'.

Sales support – Following company branding guidelines, you will ensure our sales team receive a 'best in class' service, providing them with all the relevant assets and materials, and assistance in developing sales materials which include Videos, PowerPoint presentations, and Quotations.

General Day-to-day tasks:

Marketing:

- Contribute to the in-house marketing schedule (to work alongside external advertising schedule) for current and upcoming campaigns for the year.
- Liaise with Divisional Managers to ensure advertising is relevant to their division and current trends.
- Create and manage organic and paid content for social, email, web, and external advertising.

Social media management:

- Creating content for social media i.e. graphics, videos using Photoshop.
- Monitoring and maximising engagement of social media accounts and online content.



Email marketing:

- Using our marketing automation software, develop and distribute weekly email communications to internal and external databases.

Website:

- Co-ordinating website updates (text, images, videos, links, forms), working with our sales team to ensure their divisional webpages are updated.

Reporting:

- Provide a weekly report on website activities to key stakeholders.
- Provide campaign reports (including leads generated) for key stakeholders.

Administration:

- Creating and maintaining regional/sector-targeted customer databases for marketing.
- Obtaining permissions from suppliers for the use of promotional material.
- Own and manage all 'first impressions', mainly but not limited to social media interactions, live chat, and phones.

Events:

- Assist in organising events ranging from small internal meetings and company parties to customer-facing training and exhibitions. This will include everything from advertising, invites, travel, hotel and restaurant bookings, logistics and catering etc.

Sales support:

- Following company branding guidelines, you will ensure our sales team receive a 'best in class' service, providing them with all the relevant assets and materials, and assistance in developing sales materials which include Videos, PowerPoint presentations, and Quotations.

This is a fast-paced environment so the ability to think on your feet, prioritise your workload and enjoy being busy is essential.

Candidates must be eligible to work and live in the UK.

Strictly no agencies.