

Details

Position: Marketing Assistant

Department: Marketing

Line Manager / Title: Marketing Manager

Functional Manager / Title: Managing Director

Role (Main Purpose):

We are looking for an enthusiastic and ambitious marketing assistant to join our marketing team helping to promote the brand and assist with marketing campaigns across a selection of platforms. You will need to be a confident and precise communicator with the ability to liaise with multiple departments, work under pressure, meet tight deadlines and work closely and harmoniously with colleagues across our Sales and Marketing Department.

Key Responsibilities & Duties:

- Supporting the Marketing Manager with the full marketing mix
- Co-ordinate activity across multiple channels including email, web, events and social media to ensure consistency of message.
- Write, edit, proofread and project manage content for different platforms such as social media, website, press releases and newsletters
- Effectively influence Digital marketing activities including social media – templates design, implementation, reporting and analysis
- Co-ordinate Email marketing and database marketing - design, implementation & reporting
- Use market intelligence and customer insight and analysis to identify and defines audience, increase understanding of our audiences and effectiveness of our campaigns
- Manage the promotional item process from tender through to stock management and distribution
- Support the wider team with administrative duties including dealing with daily enquiries (inboxes and telephone) when necessary
- Provide monthly reporting
- Monitor and report on competitor activity



Key Responsibilities & Duties:

Department Competence Requirements

<u>Mandatory</u>	<u>Desirable</u>	<u>Optional</u>
<ul style="list-style-type: none"> • A Marketing or Digital Marketing Degree or similar qualification in Marketing. • Advanced Microsoft Office Skills. • Competent in all social media. • Knowledge, understanding and familiarity of PPC, SEO. • A solid understanding of Google Analytics. • Google Ads & social media advertising experience. • Proven skills using Adobe Creative Suite Photoshop, InDesign, Illustrator, Word Press etc. (Video creation and editing a bonus). • Proficiency in software such as MailChimp, DotMailer and Survey Monkey. 	<ul style="list-style-type: none"> • Knowledge/ Experience within the automotive industry. 	

Additional Requirements

- A pro-active, positive and 'can do' attitude.
- Ability to learn and retain information.
- A high level of numeracy and good attention to detail.
- Excellent organisational skills.
- Ability to act professionally both on the phone and face-to-face.
- Creativity and imagination.
- Strong copy-writing skills.