

**Job Title:**                    **Marketing Assistant**

**Job Role:**                    Responsible for supporting the work of the Marketing Team and delivering objectives including marketing projects directed at maximising company profits

**Reporting to:**                Marketing Manager

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### **Duties**

- Co-ordination and development of marketing content and materials (working with an agency if required)
- Maintain and manage the company's website
- Manage social media platforms
- Organise trade shows and events both in the UK and internationally
- Monitor and report on the effectiveness of marketing activity/campaigns
- Co-ordinate PR activity
- Support market research activity
- Monitor competitor activity
- Be a brand champion ensuring consistency and adherence to brand guidelines across all channels

### **Functional Skills**

- Respectful of employees, customers and team members in all conversations and communications.
- Positive and enthusiastic with effective interpersonal skills with the ability to influence others
- Ability to show initiative and work independently when required
- Ability to work under pressure
- Excellent time management with the ability to work to deadlines
- Ability to manage and prioritise multiple tasks and projects
- Appetite for continuous learning/improvement
- Clear, articulate communication skills both oral and written
- Excellent administrative and organisational skills
- Team player who can work cross-functionally and at different levels across the organisation
- Good knowledge of MS Office Excel/Word/Powerpoint/Outlook
- Good knowledge of CMS (e.g. WordPress)
- Knowledge of email marketing tool (e.g. MailChimp)
- Desirable but not essential – knowledge of a CRM system and business system e.g. SAP, Epicor, Oracle,
- Ability to deliver excellent customer service to all stakeholders
- Attention to detail

**Experience**

- Minimum at 3 years in a Marketing role, preferably B2B and/or Engineered products
- Experience in content generation for internal and external communications
- Experience in managing a website using a CMS
- Experience of organising and managing events and exhibitions
- Experience of digital tools including SEO and PPC
- Familiarity with social media channels and tools
- Knowledge and experience of using metrics and KPI's to ensure ongoing improvements for marketing activities are achieved (e.g. Google Analytics)
- Experience in working with external agencies
- Budget management

**Travel Expectations**

- UK and international travel approx. 10% of time.

**Health & Safety:**

- Ensure compliance with Company Health & Safety policies, procedures and good practices.

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Due to the changing nature of our business this job description may change. You will, from time to time, be required to undertake other activities of a similar nature that fall within your capabilities as directed by management.