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| **Role title** | Marketing Assistant |
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| **Department** | Marketing |
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| **Business unit or function** | Head Office |
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| **Role reports to** | England & Wales Marketing manager |
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| **Roles managed** | N/A |
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| **Purpose of the role** | |
| The role exists to support the marketing team with planning, executing, and tracking marketing campaigns. Responsibilities include analysing data to monitor campaigns and evaluate results, creating and managing the production of marketing collateral, helping with the organisation of events, and providing project-specific administrative support. | |
| **Accountabilities of the role** | |
| * Work with your manager and the wider Business Development team to deliver marketing campaigns to key sectors. * Effectively respond to emails from customers as part of our ongoing marketing projects. * Ability to add all contact data required into CRM effectively. * Be able to deliver clear briefs to our marketing studio team to design marketing materials for campaigns. * Monitor and report on opportunities for specific business units, and be able to clearly report on opportunities at the end of the month * Willingness to support the England & Wales marketing team in delivering promotional events to key sectors * Management of budget as an England & Wales marketing team * Openness to support delivery of projects within the wider marketing department * Communicate directly with clients and encourage trusting relationships | |

**Competencies, Skills, Qualifications & Experience**

**Essential** attributes are the minimum requirement for a role holder. Without these attributes, the role could not be performed. **Desirable** attributes would enable the candidate to perform more effectively, but they are not critical to the role.

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| **Competency, Technical Skill or Knowledge** | **Essential** | **Desirable** |
| Can think analytically when presented with data | X |  |
| Excellent communication and people skills | X |  |
| Demonstrable ability to multi-task and adhere to deadlines | X |  |
| Well-organised with a customer-oriented approach | X |  |
| Good knowledge of market research techniques and databases |  | X |
| A creative individual who thinks of new ideas when planning strategies |  | X |
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| **Qualifications** | **Essential** | **Desirable** |
| GCSE or equivalent level of education, including Maths and English | X |  |
| A qualification in marketing |  | X |
| Full UK Driving License |  | X |
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| **Previous Experience** | **Essential** | **Desirable** |
| Previous experience within a marketing department | X |  |
| Solid understanding of various software packages  Including MS Excel and PowerPoint | X |  |
| Previous experience of CRM Microsoft Dynamics |  | X |
| Proven organisation & planning skills |  | X |
| Demonstrate ability to work independently and drive in new initiatives |  | X |

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| **Organisation Chart** |
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