

JOB DESCRIPTION

Job Title: Marketing Assistant	Department: Central Marketing
Reports To: Head of Marketing	Location: Wokingham
	Hours of work: 37.5 per week

Person specification	
<i>Skills and experience</i>	<ul style="list-style-type: none"> • Experience within a Marketing or similar role or a Graduate with a Marketing degree looking for their first role • Able to prioritise workload and manage multiple tasks • High level of attention to detail and pride and ownership of work • Excellent writing skills and experience in writing copy • Highly organised • Intermediate Excel skills • Good eye for simple layout and design • Enjoys and comfortable with a highly technical B2B environment • Being a supportive, proactive team member
<i>Personal attributes</i>	<ul style="list-style-type: none"> • Customer centric – always consider communication and messaging from customer’s point of view • Cultural awareness – able to identify and consider different perspectives • Energetic, can do attitude – strong drive to achieve results, look at different solutions to overcome challenges and proactive to solicit information from technical employees and suppliers • Planning and organisation – project management approach to work • High attention to detail – thorough and good at making connections with immediate Marketing team and wider business. • Communication – excellent communication and interpersonal skills - able to communicate at all levels, liaise directly and effectively with internal departments and external suppliers. • Flexibility – adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue to adapt an approach as the

	<p>requirements or situation change or easily accept changes to one's own organisation or job requirements.</p> <ul style="list-style-type: none"> • Problem solving – able to take on new challenges by assessing issues and considering • Team player – ability to build effective working relationships with a range of people. Work co-operatively with others as part of a team. • Resilience – manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with difficult situations. Demonstrates an approach to work that is characterised by commitment and motivation.
<i>Other</i>	<ul style="list-style-type: none"> • European travel may be required

Scope of responsibility

- To support the Head of Marketing and wider Marketing team to create and deliver European Marketing campaigns including email, landing pages and social media, maintain and populate Central website.
- Support Head of Marketing with invoice payment and tracking and other required supporting tasks as they arise

Purpose of the job

- To provide a high level of Marketing support to the Central European Marketing Team to help the team deliver excellent Strategic Marketing Campaigns

Main duties and accountabilities

Supporting team to deliver Marketing campaigns including email, social media, landing pages, exhibitions and printed collateral

- Creating of internal Marketing communication packs, presentation packs, social media content packs
- Researching topics to support the campaign creation
- Support with fact checking and copy editing and formatting assistance for website, printed collateral and emailers, banners
- Management and maintenance of PR contacts database
- Administration support for approvals for email, finding appropriate images for email, web pages and banners
- Designing content elements for email programmes
- Campaign performance tracking and data management/extraction

Web site project and on going

- Content population on CMS, editing/updating of existing content
- Progress management of content and approvals, find suitable images, lay out pages, and page tagging
- Journey testing, identifying and reporting bugs

Management support

- Helping with invoicing processing and purchase order raising

- Meeting planning and organisation, creation of meeting notes and distribution
- Maintenance of internal sales and management distribution lists