

MARKETING ASSISTANT

SALARY: £18,000 - £23,000 PER ANNUM
LOCATION: REMOTE
HOURS: 37.5 PER WEEK



MARKETING ASSISTANT

The Role Description

The role of a Marketing Assistant is to conduct all marketing execution activity in relation to marketing events, webcasts, design, and mailings. The Marketing Assistant will support the work of the Sales and Marketing division whilst providing a huge effort into the success of the wider business. The clear and defined roles in the Marketing Team mean the right person for the role of Marketing Assistant is needed now more than ever to own the event management and email marketing responsibilities.

Essential Criteria

To be successful in the role, you must be able to demonstrate the following skills and experience:

- Must hold or be able to successfully achieve and maintain NPPV3 with SC.
- Able to evidence excellent customer service skills.
- Team player.
- Organised.
- Passionate.
- Strong attention to detail.
- Self-directed.
- Strong spelling and grammar.
- Capable at managing deadlines.
- Able to support with other marketing tasks if needed.
- Confident when working with others outside of marketing (internal and external).
- Organisational skills.
- Creativity and adaptability.
- Capable IT skills.
- Able to work effectively in a team to meet deadlines and desired outcomes.
- Experience in using Adobe applications.
- Knowledge of email marketing and promotion.
- Experience in understanding social media and creating a presence.
- Must have 1+ years marketing experience.

Specific role requirements, duties and experience:

The Marketing Assistant role plays a crucial part to the team for execution, maximising the organisational profits, developing sales strategies, and executing campaigns. We are looking for someone that will be confident with owning the following jobs and tasks:

- Execution of campaigns (funded and non-funded).
- Execution directly aligned with projects.
- Writing and publishing blog content on the website.
- Work directly with customers to create case studies.
- Ownership and execution of events including webcasts, workshops, etc...
- Ability to edit website, and maintain brand, imagery and content.
- Produce, maintain and analyse social media channels (Facebook, LinkedIn, Instagram and Twitter).
- Ownership of digital marketing platform including, lead management, email marketing, landing pages, paid social media advertisement and demand generation.
- Ability to understand and abide branding guidelines.
- Helping to organise market research.
- Supports the marketing manager or director in carrying out various strategies and tasks.
- Compiles, analyses, and reports marketing data.
- Helps maintain client relationships.
- Always being accountable to GDPR and other legislations.
- Ability to work towards set targets and deadlines.

Want to apply?

If you like what you see and want to apply, please email careers@risual.com with a covering letter and your CV. One of our talent specialists will be in touch to discuss further.