

## Marketing Job Description

<b>Job Title:</b>	Digital Marketing Assistant
<b>Report to:</b>	Digital Marketing and Lead Generation Manager
<b>Purpose:</b>	The role plays a vital position in the management and marketing delivery through the company's external and internal digital channels.

As a successful Digital Marketing Assistant, you will be involved in the full mix marketing including:

- Managing social media strategy
- Producing content for the website, product specification, collateral
- Helping to promote the marketing campaigns across a selection of platforms
- Create content for social media and web
- Email marketing
- Campaign management
- Managing and maintaining company's website (WordPress)
- Search engine optimisation
- Content management systems
- CRM clean-up

***Ideal candidate should have:***

- A Marketing or Digital Marketing Degree or similar qualification in Marketing and Communications
- Analytical and creative skills
- Excellent communication skills
- Google Analytics, Search Console, SEO, PPC knowledge
- Experience within marketing, PR, digital, web or communications role is preferred
- You must have strong copywriting skills, have a keen eye for detail and understand the concepts of digital marketing
- You would have ideally managed social media accounts – LinkedIn, Facebook, Twitter
- Previously worked within an organisation where you have worked with people at all levels

This is a great opportunity for someone who is looking to take the next step in their career, with lots of opportunities to develop.