



## Job Description

**Job Title:** Marketing Assistant

**Reporting to:** Marketing Manager

**Purpose:** To assist the marketing manager in the development, implementation and execution of marketing plans/strategy for the company to retain existing customers and attract new customers, while in parallel, educate the product purchasers about brands and convert them to be loyal brand customers.

### Main Responsibilities:

- Assist in the management of marketing campaigns/plans locally & nationally for the company's product brands, namely – Brandy, Cat Club and Naturo.
- Co-ordinate marketing and PR campaigns/plans in line with sales (customer) activities.
- Ensure synergy of all marketing activities across traditional & digital channels.
- Management & engagement with customers through digital marketing channels (i.e. Facebook, twitter, email marketing, LinkedIn, You Tube).
- Creation of monthly content plans for brand Facebook, Twitter & Instagram pages and social media advertising.
- Take control of the day to day management of customer communication by keeping information relevant, informative and engaging (i.e. FAQs, blogs, campaigns) on all company websites.
- Responsible for the creation and management of multilingual Naturo websites.
- Monitor and gather data to help evaluate the effectiveness of marketing campaigns, reporting results to senior management on a monthly basis.
- Responsible for delivering the annual consumer show calendar; create the annual plan, gain approval from marketing manager, arrange attendance, monitor consumer's response & post show review.
- Investigate new & relevant consumer / trade shows to reach a new audience, working in conjunction with the sales team to identify potential outside the UK.
- Identify relevant industry awards, gain approval from marketing manager, create a calendar of award events to be communicated throughout the business and manage the entry process for these.
- Working alongside the marketing manager to gain the skills and expertise to bring PR in house and be less reliant on external agencies.
- Responsible for the creation and maintenance of all marketing materials.
- Responsible for the sourcing of branded merchandise to supplement campaigns and new product launches while also selling online.
- Management of all sales & marketing enquiries received on company and brand websites / telephone.
- Responsible for the design and communication of a quarterly company newsletter highlighting news by department and translation into different languages.
- Working with designers, translators, advertising agencies, marketing consultants and other company personnel.
- Assist with approval of artwork when required.
- Attendance at consumer shows to represent the company and product brands.
- Other duties, within reason, as and when required.



## PERSON SPECIFICATION

<b>Job Title:</b> Marketing Assistant		
<i>Criteria</i>	<i>Essential</i>	<i>Desirable</i>
Knowledge	<ul style="list-style-type: none"> <li>One year's experience working in a marketing role</li> </ul>	<ul style="list-style-type: none"> <li>Qualified to diploma/degree level in Business / Marketing</li> <li>Digital Marketing Qualification</li> <li>Knowledge of CMS platforms (e.g. Magento)</li> </ul>
Relevant Experience	<ul style="list-style-type: none"> <li>Intermediate level of use in PC applications (Microsoft word, excel &amp; power point)</li> </ul>	<ul style="list-style-type: none"> <li>High level of use in web and social media.</li> </ul>
Skills & Competencies	<ul style="list-style-type: none"> <li>Excellent attention to detail and accuracy</li> <li>Creative to help deliver new innovative ideas, with a good eye for design</li> <li>Knowledge of existing and emerging social media platforms</li> <li>Good interpersonal / communication skills; both verbal &amp; written</li> <li>Excellent organisational skills</li> <li>Ability to prioritise and meet deadlines</li> <li>Reliable</li> <li>Good time management</li> <li>Must be able to work on their own initiative</li> <li>Ability to work within a team</li> </ul>	
Circumstances	<ul style="list-style-type: none"> <li>Able to work flexible hours as required</li> <li>Available to travel on limited occasions (i.e. support for exhibitions), including weekends</li> <li>Driving License</li> </ul>	