



Job Description

Job Title: Marketing Assistant

Reporting to: Marketing Manager

Location: Head Office, Totton

Purpose: To assist Marketing Manager in providing marketing function ensuring high standards of quality and accuracy and within relevant time constraints.

Main Duties/ Responsibilities

- Production, ordering sales aids, brochures and promotional items
- Maintain and develop promotions
- Internal updates, write and develop for issuing
- Maintain and develop website including optimisation for search engines
- Monitor and develop online advertising including Google/Yahoo accounts
- Assist in the preparation and organisation of exhibitions
- Book advertising space for campaigns
- Design and issue ad copy
- Research emerging marketing channels to pursue
- Design and produce sales documentation for print
- Write material for magazine editorial
- Proof read mailings, brochures etc.
- Develop company profile
- Invoice Authorisation
- Generate PR for industry magazines and online
- Plan direct mail campaigns
- Scripting for company films, filming and editing for online use

Person Specification

The successful candidate will have an outgoing personality, be creative in their work, have confidence in working from their own initiative and be self driven in achieving goals. The ability to liaise at all levels with good communication skills and be able to negotiate with suppliers are key attributes.

Marketing experience is essential.

Use of Adobe Creative Suite essential examples of completed work may be required.

(Photo Shop, Illustrator, In-Design)