

JOB DESCRIPTION

Job Title	Marketing Assistant
Department	Operations
Reporting Line	Marketing Manager
Management of	None
Location	Head Office, Harpenden, Hertfordshire
Date created:	26 March 2021
Review date:	March 2022
Version Number:	1

PURPOSE

The role will be a valuable member of the Society's marketing function, take ownership of activity and provide support to the Marketing Manager. Role involves both B2B (acquisition, lead generation and working alongside the Sales team) and B2C (retention of members, savings operations and branches)

KEY AREAS OF RESPONSIBILITY

Accountabilities

- Assisting the marketing plan delivery for B2B/B2C channels and activity.
- B2B activity can include; creating and writing online content, preparing sales presentations, working with networks and clubs, advertising/collateral design and social media content/delivery.
- Work alongside Marketing Manager and creative agency in creation, updating and management of all B2B and B2C promotional material and collateral
- Assist with management of Financial Promotions register and procedure
- Assist with launch and ongoing management of social media channels; primarily Twitter and LinkedIn. Involving content creation, delivery, engagement tracking and reporting
- Assist with management of Society website, adding and editing content and working with web developer
- Working alongside the Sales and Mortgage Operations teams to create and produce engaging B2B case studies; content for online and print delivery
- Support the Marketing delivery of all PR/thought leadership content, working alongside PR agency. Including B2B/B2C and Community/Charity

- Plan and prepare for marketing and sales attendance at all B2B events; including organisation, bookings and preparation of promotional materials
- Support the department when needed with any of; campaign delivery, reporting, customer research, video production/photography, data analysis, surveys and promotional opportunities

Other Responsibilities

- Ensure all activities meet and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care;
- Protect the culture and standards of the Society in respect of its dealing with staff, members and external relationships.

QUALIFICATIONS, KNOWLEDGE & SKILLS

- A marketing, or marketing based degree or a Chartered Institute of Marketing qualification
- Experience of working in a B2B and/or B2C marketing role
- Working knowledge of email marketing platforms, Twitter, LinkedIn and google analytics.
- Knowledge of managing and editing a website and SEO an advantage (WordPress an advantage but not essential)
- Experience of working with agencies an advantage but not essential
- Good knowledge of Microsoft Office package
- Good communication and written skills
- Ability to build relationships with other departments
- Good project and time management skills

AGREEMENT

Employee Signature: _____ **Date:** _____

This job description describes the principle purposes and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. The Society reserves the right to vary or amend the duties and responsibilities at any time according to the needs of the business.