JOB DESCRIPTION – Marketing Assistant

Reports to: Marketing Manager

Head Office Location: Cold Berwick Hill, Berwick St Leonard, Salisbury, Wiltshire, SP3 5GN

Hours: As per contract of employment

Job Outline: This B2B role will provide support in the planning and execution of all the marketing activities of the company, communicating the exciting portfolio of products and exceptional levels of customer service to the drinks trade.

Job Mission

Working closely with the Marketing Manager, you will be responsible for helping to create new and exciting strategies and ideas to promote Nectar internally and externally, as well as ensuring all marketing activities are effective, and delivered to plan in a timely manner within budget. These strategies will contribute to sales growth and be resourceful in creating opportunities from existing channels.

Key Areas of Responsibility

Contribute towards creating marketing and design strategies for specific campaigns and keeping up to date with the annual marketing plan. This may include brochures, web site and digital products, roadshows, stationery, presentations, PR and internal communications.

Assist in the creation of the following print materials; brochures, leaflets, banners, business stationery and ads, and the collation of all data and imagery needed for print purposes. To identify advertising opportunities during production process.

Co-ordinate the manufacture of marketing materials with external bodies – suppliers, agency, print and distribution.

Assist with the organisation and delivery of trade shows, working closely with the sales team, across the south of England.

On-going management of photo and video library.

Assist in website maintenance and in the delivery of engaging content.

Assist in digital communications and social media by implementing content schedules.
Experience & Skills Required

Knowledge of the creative process from the initial brief to the final delivery. Ability to write accurate, imaginative copy and communicate across all mediums with excellent attention to detail. Knowledge of web content management systems and email software. Ability to assess data analytically and accurately integrate into future marketing activity. Computer proficient with Microsoft Office, Adobe InDesign and Photoshop.

Competencies

Ability to confidently administer and manage multiple projects with good prioritisation skills working to deadlines. A collaborative creative thinker that can work as part of a team. Excellent, flexible design skills that reflect and support the existing brand look and feel. To be customer focused in all marketing activities. Interest in developing technologies which can be utilised to positive effect.