

Job Description / Position Specification

Title: GLOBAL MARKETING ASSISTANT

<p>Geography: Altrincham Based Job: Marketing assistant to the Digital Marketing Manager</p>	<p>Department: Marketing</p>
<p>Responsibilities:</p> <p>To assist the Digital Marketing Manager on various digital marketing tasks:</p> <ul style="list-style-type: none"> ● Working with the Digital Marketing Manager, plan, implement, and report the monthly social media plans. ● Assist with website testing and customer journeys; working with the Digital Marketing Manager to implement the changes. ● Work with agencies and internal stakeholders to develop content for our website and implement. ● Sourcing and auditing imagery. ● Gain an understanding of how to compile our monthly data for reporting. ● Assist with the management and running of our paid media on Google. ● Support search engine optimisation (SEO) and implement best practice with the assistance of our Digital Marketing Manager. ● Assist the marketing manager in ensuring project plans are kept up to date and deadlines are being achieved. ● Alongside the Digital Marketing Manager, build and deploy meaningful targeted email campaigns (sales plays). ● Support development of digital tools to drive upsell and cross sell of products. ● Develop and share knowledge by attending relevant external seminars and training sessions. 	
<p>KPI's:</p> <ul style="list-style-type: none"> ● Plan, implement and report on monthly organic social media activity. ● Create monthly reviews independently and to deadline. ● Independently posting content on a regular basis. ● Independently, design and create regular emails for our database. 	
<p>Place in Organization:</p> <ul style="list-style-type: none"> ● Global Marketing, (Wheelabrator focus) 	
<p>Reporting lines & substitute:</p> <ul style="list-style-type: none"> ● Reporting to Digital Marketing Manager 	
<p>Authorization:</p>	

- Approved to recruit for 1 year fixed term contract

Specific tasks:

- Collate the monthly marketing review data.
- Update monthly marketing review documents.
- Create tracking links for marketing activity.
- Ensure imagery is updated on the website.
- Monitor impact of campaigns using analytics tool.
- Update website with SEO rich content.
- Manage the team's project management board.
- Build and/or develop web pages.

Personal Characteristics:

- Always demonstrate and live our company values.
- Proactive & self-motivated with the ability to work independently and in a team environment.
- Excellent listening.
- Strong time management.
- Strong attention to detail.
- A willingness to try.
- Ability to take ownership and initiative to deliver continuous improvement.