Marketing Assistant – Job Description

Job Title	Marketing Assistant
Reports to	Marketing Manager
Starting Date	ASAP
Status/Type	Full – time
Supervisory responsibility for	n/a

Days	Monday – Friday
Start Time	8am
Finish Time	5pm
Lunch Break	30 minutes
Hours per week	42½ hours
Location	Norwich HQ - Internal

Position Objectives

The Marketing Assistant supports the Marketing Manager and marketing function on all activities related to branding, promotions, digital activity and organising events. The role is also responsible for analysing and reporting on all marketing activity and coordinating and implementing the production of brand communications.

As a marketing assistant, you'll need to:

Social media

- use an existing content written by SEO company and publish across all the social media platforms
- review current trends and hot topics to cover to stay updated in the refreshments industry to provide recommendations for the blog content

Billi Website Enquiries

- liaise with the sales manager to allocate the enquiry to a relevant person to deal with and add the opportunity onto the tracking sheet
- ensure the opportunities are logged on NetSuite (CRM) correctly and the lead source is recorded as well as chasing sales reps for the updates on a regular basis

Website Maintenance & E-shop

- implement the suggestions identified in the review plan and liaise with the external agency to action
- add/update products onto the Billi e-shop
- provide a regular report on the e-shop performance

Events

- execute the plan, manage bookings, liaise with external parties (e.g. catering, promo material, venue facilitators)

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Promotional Material

- prepare a proposal of all promotional material to represent the brand

Documents & training

- issue completion certificates, distribute the material & update the system with completed training sessions
- update the documents on a regular basis and as of when requested

London Showroom

- assist with the campaigns to achieve booked appointment targets
- action any appointment bookings, sort out catering, assistance with the meetings if required

Email marketing

- content, HTML format, send, tracking
- prepare the content for the monthly newsletter

Advertising

- research publications, advert content, lease with agencies

Case Studies & Video testimonials

- put together the case study material & publish on the website

Branded Bottles

- liaise with clients and suppliers to complete an order including preparing artwork, raising quotes, communicating efficiently to complete the projects

Presentations

- assist sales team with the formatting and content

Annual projects

- keep the marketing budget up to date – update the monthly spend for all marketing activities

PR

- track the success of individual collectors to ensure we exceed the required monthly target and assist with the charity donation process
- execute the communication plan including writing the content and any administration surrounding the activities

Third-party support

- assist with material support & review bi-annually where the brand is used by third parties

GDPR

- implement all the necessary actions to address any issues or queries

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Reporting/Stats

- research innovative methods to display stats and assist other departments to effectively communicate internally

Admin work

- updating the email signature
- photos of the training sessions, appointments (for social media)
- update/add Billi ID cards for engineers
- order business cards
- take on any other projects/duties as specified by the Marketing Manager

Experience / Qualifications:

- Minimum 1-year experience in a Marketing environment.
- Marketing support experience across branding/marketing communication
- Experience in general digital maintenance including websites and social media.
- Marketing support experience for events and product launches.
- Supplier management experience
- Project management experience
- Team orientation with a complimentary outcome focus
- Post analysis reporting on promotional and advertising activity.

Skills:

- High level of organisational ability
- Good attention to detail
- Planning and project management skills
- Supplier management skills in particular with media relations, creative agencies and printing companies.
- General analysing and reporting skills.
- High level of communication / interpersonal skills.
- Microsoft Office and basic graphic design software

Attributes:

- Practical and hands on in approach
- Driven with a sense of urgency and focus
- Reliable – committed to get the job done.
- Team Player
- A can do attitude and willingness to learn.
- Takes responsibility for actions

As already stated Billi UK is a fast growing and innovative company so we are constantly looking to our staff to assist in the culture of continual improvement. And to this end we sometimes work on improvement projects as a team, sometimes outside of our own day job.

Job Type: Full-time