



Vacancy - Digital Marketing Assistant

Salary: £28,000-£30,000

To support the planning, creation and delivery of digital marketing and marketing communications activities that enhance brand awareness, drive end-user engagement to support our current demand led sales strategy. The role will involve creating engaging content, co-managing digital channels, coordinating campaigns and ensuring brand consistency across all communications.

The role is built around three key pillars, Digital Marketing, Marketing Communications and Content Creation. Each area is broken down into the following responsibilities...

Digital Marketing

- Assist in planning and executing digital marketing campaigns across multiple platforms.
- Create, schedule and publish content across social media channels.
- Update and maintain website content.
- Assist with email marketing campaigns, including content creation, segmentation and reporting.

Marketing Communications

- Assist with internal and external communications.
- Ensure all communications align with brand guidelines.
- Support PR activities and media communications.
- Support the wider marketing team with day-to-day administrative tasks.

Content Creation

- Assist with the creation of graphics, videos and digital assets for social media.
- Assist with photography and video production.
- Assist with writing compelling copy for digital content.
- Maintain a library of marketing assets.

Essential Skills & Experience

- Degree or qualification in Marketing, Digital Marketing or related discipline (or equivalent experience).
- Strong written and verbal communication skills.
- Excellent organisational and time management skills.
- Good understanding/experience of all social media platforms.
- Basic understanding of SEO and Google Analytics.
- Ability to work independently and as part of a team.
- Strong attention to detail.

Desirable Skills

- 3+ Years Digital or Social Media Marketing Experience.
- Familiarity with Adobe Creative Cloud.
- Experience with email marketing platforms such as Mailchimp.
- Photography and Video editing experience.
- Knowledge of Google Ads and Meta Ads Manager.
- Experience using CRM systems.