



JOB DESCRIPTION

Marketing Assistant

GRADE / SALARY		L11	HOURS	37
RESPONSIBLE	To	Head of Sales & Marketing		
	For	N/A		
LOCATION		Head Office		

GENERAL DESCRIPTION OF DUTIES

To support the Head of Sales & Marketing in the day to day administration of marketing activities.

The duties and responsibilities relating to this role cover support in the following areas; general administration, social media, internal communication, company events, database management, advertising, promotions, literature, proofreading, copywriting, market research and projects.

SPECIFIC DUTIES

- Assist in the production of marketing materials and sales promotional literature.
- Respond to all communication via our social media sites, email and website queries.
- Update, maintain and check the company website.
- Support internal communication including the preparation and collating of information for the company internal newsletter, internal events and site notice boards including posters and displays.
- Database Management; responsible for the entry, accuracy and update of the data in the marketing database.
- To assist in the creation and administration of promotions & loyalty schemes, i.e. promotion of our SWIMTAG and other such technology to help increase usership.
- Events; attend when required company external events e.g. job fairs and support the administration and promotion of such events.
- Assist in the increase of our social media reach. Support in the writing of content for social media.
- Assist in proofreading literature and the production of copy and press releases when required.

SPECIFIC DUTIES Contd.

- Support in the coordination of all holiday programmes at each site.
- Manage the company photo library and filing system. Update appropriately.
- Support email marketing campaigns and surveys including the use of Mailchimp.
- Assist in market research and competitor analysis.
- General marketing and sales administration.

This job description is not intended to exclude any task, which the post holder might reasonably be required to undertake.



PERSON SPECIFICATION

Marketing Assistant

ATTRIBUTE	ESSENTIAL	DESIRABLE
Educational Ability	<ul style="list-style-type: none"> GCSE or equivalent in English & Maths A to C 	<ul style="list-style-type: none"> Degree in Marketing or similar Marketing qualification, i.e. CIM
Experience	<ul style="list-style-type: none"> Experience of administration and data entry 	<ul style="list-style-type: none"> Understanding of the functionality of a customer database The ability to produce accurate and engaging copy for all marketing mediums Experience of working in a marketing environment
Personal skills	<ul style="list-style-type: none"> Able to prioritise workload and commit to deadlines set Communicate confidently to colleagues and customers both verbally and in writing Ability to support and create impactful and engaging promotional ideas The ability to proofread all marketing material 	<ul style="list-style-type: none"> Knowledge of the leisure industry
IT Skills	<ul style="list-style-type: none"> Computer Literate - Intermediate use of Microsoft Office software, particularly Word, Excel and PowerPoint Social media engagement 	<ul style="list-style-type: none"> Knowledge of GIS

Attitude	<ul style="list-style-type: none"> • Responsible • Flexible • Demonstrates a genuine desire to learn • Self-motivated individual who can work alone and as part of the team • Versatile and proactive attitude with a passion for marketing • Attention to detail 	
Other	<ul style="list-style-type: none"> • Clean driving licence, own transport and appropriate vehicle insurance cover to enable travel to and between sites as required 	