



JOB DESCRIPTION

We are looking for an enthusiastic marketing placement student to join our marketing department to help achieve our goals. You will have a wide range of admin duties in developing and implementing marketing strategies.

As a marketing placement student, you will be supporting the marketing team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This placement will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Working for a small company means that you will gain broad experience in marketing and should be prepared to enter any fast paced work environment.

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| Job Title: | Marketing Assistant |
| Purpose of Job: | To Support Marketing Managers with marketing campaigns, research and analysis |
| Location: | Watchfield, Nr. Swindon, Wiltshire SN6 8TY |
| Reporting to: | Marketing Manager – Natasha Miller |

RESPONSIBILITIES:

- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Suggest and manage improvements to the websites
- Collection of quantitative and qualitative data from marketing campaigns
- Data analysis, research and reporting
- Help organise marketing events including exhibitions
- Support the marketing team in daily admin tasks
- Manage and update company database and customer relationship management systems (CRM)
- Updates to collateral
- Depending on capabilities opportunity for copywriting and graphic design work

SKILLS/EXPERIENCE

- Strong desire to learn along with professional drive
- Excellent written and verbal communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications would be an advantage (e.g. CRM tools, Online analytics and Google AdWords)
- Currently studying for a Business/Marketing degree

PERSONALITY/CHARACTER:

- Passion for the marketing profession and its best practices
- Creative flair and can do attitude
- Hands on – prepared to get stuck in with everything