

Senior Marketing Assistant

About the Role:

This role is to provide oversight and support for the day to day delivery of the sales and marketing strategy. Covering all aspects of marketing communications (offline and online) including creating written content for the website, case studies and PR as well as developing our use of video.

Main Duties of Role:

- To collaborate with the Approved Partner manager to provide day to day marketing support for the homeowner channel including help to develop good quality website and social media content, brochures, case study ideas and content sharing
- To produce homeowner case studies including securing agreement, interviewing homeowners, arranging photography and writing/editing the case study and publishing it
- Embed video into all aspects of marketing communications, including video case studies, short form social media animation, video blogs and podcasts, product videos etc
- Work with the Marketing Assistant to ensure all social media activity is strategic and delivering the wider marketing communications objectives
- Develop ideas for improving marketing conversion rates with embedded calls to action to make our content work harder monitoring performance and implementing test and learn approach for improvement
- Write content for website and upload using Wordpress (training can be provided for this)
- Write press releases and articles and work with the marketing assistant to ensure they are properly optimised and targeted at the relevant media and all relevant features are responded to.
- Proactively target media and create editorial opportunities for inclusion in features
- Arrange and promote the CPD programmes and webinars for architects as well as self build and luxury builder markets
- Work with the marketing assistant to produce a quarterly homeowner newsletter
- Produce quarterly staff newsletter and oversee wider internal communications strategy
- Assist the marketing manager with competitor analysis and mapping

Essential Requirements:

- Degree or equivalent in media or digital marketing
- Creative and inquisitive
- Competent copywriting/journalistic skills covering long form and short form writing
- Excellent interpersonal skills and able to influence internal and external stakeholders
- Firm understanding of media ethics and data protection laws
- Video production and editing skills
- Competent photography skills
- Broad knowledge of SEO and content driven strategies

Desirable Requirements:

- CIM or similar marketing qualification or willingness to work towards
- Experience of wordpress and social media scheduling

Please Send your CV and cover letter outlining how you meet the essential and desirable criteria to bmeheew@gbstp.com