



JOB DESCRIPTION – MARKETING ASSISTANT

JOB TITLE

Marketing Assistant

REPORTS TO

Marketing Manager, Katie Watson

LOCATION OF THE JOB

The position will be based at our offices in Hatfield

THE MAJOR PURPOSE OF THE JOB

The overall purpose of the role will be to assist the Marketing Manager with all aspects of marketing plan implementation in line with company objectives. This will include:

- Maintaining brand consistency (including Tone of Voice, design and key messages) across all communication channels and throughout the Company.
- Driving traditional and digital marketing initiatives aimed at increasing consumer awareness and sales.
- To become familiar with our purpose and values, making these core to everything you do. All interactions with colleagues, our partners and customers must be representative of these values.

KEY RESULT AREAS

Supporting the marketing manager, you'll be at the heart of driving marketing campaigns. A fundamental part in the company's marketing efforts, you'll be expected to be involved at all levels, including administrative duties, increasing the company's online presence and helping to organise promotional materials and events.

This job is full of variety and you'll need to be able to turn your hand to a multitude of tasks.

Online

- Assisting in the maintenance of the company's social media presence including: Facebook, Twitter, LinkedIn, Youtube, Google Plus, as well as investigating new opportunities to increase our online presence.
- Helping to maintain our online platforms including: vetsure.com, vetsurevet.com and hub.vetsure.com.
- Closely monitoring our third party review sites and maintaining marketing records, contacting customers where necessary.
- Coordinating monthly e-newsletters and reporting the results of each campaign.
- Developing close working relationships with relevant digital agencies to assist the marketing manager maximize ROI on our partnerships.

SEO

- Planning and implementing an SEO strategy for the company.
- Keeping up to date with SEO advances and advising the Marketing Manager accordingly.
- Writing online articles aimed at increasing SEO and traffic to the company websites.
- Monitoring vet websites and assisting Veterinary Relationship Managers in link building activity to improve SEO for vetsure.com.

General

- Conducting marketing research where necessary.
- Creating documented processes for marketing activities.
- Managing the administration of marketing files and databases, assisting in data manipulation and reporting where necessary.
- Assisting the Marketing Manager in producing entries for business awards.
- Assisting with the administrative duties of all aspects of event planning including: Think Tank, veterinary exhibitions, VAC and team events.
- Assisting the Marketing Manager in supporting Veterinary Relationship Managers, including the administration of new vet group launches and maintenance.
- Assisting the Marketing Manager with the maintenance of the production of marketing materials, including leaflets, posters and flyers. This will involve liaison with the Operations Manager to ensure all materials are fully compliant and in line with all Treating Customers Fairly (TCT) principles.

SKILLS AND COMPETENCIES

- Strong interpersonal skills and ability.
- Strong passion to learn and positivity about achieving success.
- Strong understanding of computer software packages including: MS excel, word, PowerPoint.
- Good communication and copywriting skills.
- Good analytical and organisation skills.
- A solid understanding of SEO best practice.
- An ability to use spreadsheets to analyse data and identify trends.
- An understanding of Content Management Systems (WordPress) would be an advantage.
- Knowledge of Adobe Creative Suite (Illustrator, Photoshop, InDesign) would be an advantage.

QUALIFICATIONS

- A-level standard.
- Bachelor Degree in Marketing or Marketing Certificate/Diploma.

TECHNICAL EXPERIENCE

- Understanding of Animal Health and/or Pet Insurance Industry an advantage.

EXPERIENCE REQUIRED

- Previous experience in a Marketing/Digital Marketing role an advantage
- Experience of planning and running SEO strategies an advantage

KEY RELATIONSHIPS

Internal

Marketing Manager –

- Communicating results of marketing initiatives.
- Providing information and answering queries.
- Participation in brainstorming discussions and implementation of projects.

External

Veterinary Groups -

- Targeting suitable Veterinary Groups for SEO link building.

External Marketing Agencies including –

- Maintaining communication channels with Veterinary Groups, establishing consistency in tone of voice and communication messages.
- Digital Marketing Agencies.
- Printers and Designers.