

Role Specification – Marketing Assistant

Objective(s)

- To contribute to implementation of strategy for maintaining and increasing visibility of the Weldability and Sif brands, at Distributor and End-User level, in the UK & Ireland, and globally online.
- To produce and coordinate artwork for product packaging and marketing campaigns in print, for exhibitions, etc, and for online activities, using available software packages,
- To support biz4Biz, Welding World via Jabbercoms activities which includes providing copy and promoting the sale of adverts, tables etc for the Magazines and Awards programmes
- To evolve an online campaign, combining social media, audio-visual content, search-engine adwords/ optimisation and other available tools, within the annual marketing budget.
- To operate a continuous campaign of promotional material and special offers, circulated by email and in print, to facilitate the proactive daily sales activities of the internal and external sales teams.
- To assume responsibility for accuracy of product information conveyed via the business Website(s), by routinely checking validity, coordinating specification/detail and updating the Content Management System. Working with the IT department to produce new images/copy as required for website use.
- To create and manage a library of high-quality product images, demonstration & promotional video, product information sheets and product-group brochures.
- Such other peripheral duties as the business requires, to achieve the company's goals and KPIs.

Key Duties & Responsibilities

- Producing and coordinating artwork for promotions, products, packaging, print and online
- Supervising external Marketing Support operatives (photographers, researchers, agencies, bureaus, etc) when required
- Maximising the effectiveness of the Offline and Online Promotional & Visibility campaigns
- Communicating the company/brand values and key news/messages to the marketplace
- Assisting the delivery of product information in print and digitally

KPIs

Successful achievement of goals in-line with the company's annual objectives will be measured by : profitable growth of turnover and market share; and unit sales improvements in key product groups.

Qualities & Attributes

Professional; confident; articulate; resourceful; excellent time-management and organisational ability; familiarity with Office suite of applications, online tools, social media and awareness of the sales cycle.

Reporting To :

Chairman, Managing Director, Commercial Director, Marketing Manager.