

Marketing Assistant

Job Description

Job title:	Marketing Assistant
Reporting to:	Marketing Manager
Location:	Glastonbury, Somerset

Terms:	
Hours:	Mon – Fri, 08:45 – 17:15
Annual leave:	25 days per year plus 8 UK bank holidays
Car allowance:	No
Overtime:	No
Benefits available:	Pension / Health Care / Bonus Scheme

The Company:	<p>WCBS is a leading supplier of information management systems, providing independent and international schools with the first true cloud platform and a portfolio of solutions across Admissions, Finance, Academic and Alumni.</p> <p>Data can be accessed, managed and shared easily and securely throughout the school, promoting efficient practices in all departments. This frees up valuable teaching and administrative time, to concentrate on developing strategies for success and delivering outstanding education.</p>
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Job role:	<p>The role of the Marketing Assistant is to help with the effective running of a busy Marketing office. Working as part of a team, we are looking to attract a creative and enthusiastic individual who is well organised, disciplined, and self-motivated with the drive and flair to succeed in a marketing role.</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> • Copywriting for digital and physical marketing material. • Creating and managing email campaigns. • Managing social media accounts. • Maintaining task/project planners. • Project management supported by Marketing Manager. • Liaising with various suppliers as required. • Managing internal stocks of pre-printed marketing literature. • Conducting market research. • Supporting the Marketing Manager to develop and execute marketing strategies. <p>The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the Company.</p>
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Key requirements:

- Previous experience in a similar role.
- Excellent communication skills – written and verbal, including telephone manner.
- Attention to detail essential.
- Ability to work as part of a team.
- Well organised, disciplined, enthusiastic and self-motivated.
- High standard of Microsoft Office and PC skills.
- Understanding of SEO, PPC, and Google Analytics.
- Experienced in creating artwork using Adobe Creative Suite software.

Desirable requirements:

- Understanding of schools – structure, politics, staff.
- An ability and willingness to absorb new aspects of software/technology.
- An understanding of WCBS products would be useful, but training will be provided.
- A qualification in Marketing.
- Graphic design/illustration experience, or a certification in Adobe Creative Skills.

Additional duties:

- Involvement with producing in-house promotional materials.
- Helping to manage and update the Company website.
- A keen interest in Marketing and a drive for success within this field.
- Any other reasonable task/duty deemed necessary.