

# **HUMAN RESOURCES**

## **ROLE PROFILE**

### **MARKETING ASSISTANT**



One of the region's most successful waste and recycling companies is looking to appoint a Marketing Assistant to the team. This is a great new opportunity for an enthusiastic and ambitious Marketing Assistant with a natural creative flair to achieve results in an already successful business.

<b>Reports To</b>	Sales and Marketing Consultant
<b>Department</b>	Commercial Department
<b>Main Location</b>	JWS Waste & Recycling Services Limited Westport House, 35 Frederick Road, Salford, Manchester M6 6LD
<b>Main Duties/ Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work with the Sales and Marketing Team to formulate marketing plans in line with customer acquisition, retention targets and lead generation;</li> <li>• Pay particular attention to social media in order to raise the profile and protect the JWS brand, this will include social media such as Facebook, Twitter, LinkedIn and Google+;</li> <li>• The development and writing of case studies and referrals;</li> <li>• Further social interaction will involve creating campaigns utilising email marketing, working through the JWS Website Search Engine Optimisation (SEO) and establishing Pay Per Click (PPC) strategies are implemented and monitored successfully with support from your Manager;</li> <li>• Manage the website, printed collateral, newsletters and other campaigns (eg promotional offers);</li> <li>• Assist in driving the online and offline proposition for our businesses ensuring brand values and guidelines are met and performance is optimum;</li> <li>• Assist in overseeing the production of marketing, website PR copy and the use of integration of existing sales database;</li> <li>• Analyse and report on website and campaign performance, implementing change to ensure maximum conversion rates and Return on Investment (ROI);</li> <li>• Produce the monthly Marketing Board Report and contribute to sections of the Sales Board Report for review by your Manager for the monthly Board Meetings</li> <li>• Assist with media and community relations, through Public Relations (PR) and events;</li> <li>• Help in providing necessary market information and other facts necessary to address briefs;</li> <li>• Offer creative input and suggestions when required;</li> <li>• Undertake the development for each marketing concept as briefed e.g. sourcing/contacting third parties, obtaining quotations - under the supervision and/or guidance of the Sales and Marketing Consultant;</li> <li>• Prepare material, including collation of samples/visuals etc;</li> <li>• Upload web content;</li> <li>• Help to ensure that all material produced by the Account Team is free from errors and omissions;</li> <li>• Assist in the briefing of internal and external resources as required e.g. design, artwork, print and photography;</li> <li>• Prepare draft copy for the Sales and Marketing Consultant's approval;</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure that all developments are promptly reported in an accurate, precise and timely manner;</li> <li>• Where relevant build a relationship with your key client contacts;</li> <li>• Take ownership of projects &amp; smaller sections within a larger project – reporting to your manager;</li> <li>• Prepare for and attend status meetings, ensuring accurate notes on all matters arising;</li> <li>• Ensure that all work is saved in the correct place on the server and/or is filed in a way that can be easily accessed by other team members;</li> <li>• Ensure that all conversations in respect of quotes, confirmations, instructions are put in writing immediately, and filed where appropriate;</li> <li>• Participate in meetings, brainstorm and focus groups;</li> <li>• Keep up to date with developments/news in the industry;</li> <li>• Help with general office tasks;</li> <li>• Keep up to date with marketing technologies and trends</li> <li>• Update reporting for key customers</li> <li>• Administrate Salesforce CRM</li> <li>• Maintain the SmartWaste database</li> <li>• Work effectively with all departments to manage and maintain the stationary purchasing</li> <li>• Create signage designs for trucks and containers and maintain good relationships with suppliers</li> <li>• Conduct market testing where required to ensure pricing for marketing projects is competitive</li> <li>• Take responsibility for creating a clean and tidy work; environment: tidy meeting rooms before and after use for either meetings or client use including washing up and keep work area clear and tidy;</li> <li>• Always work in a professional, hard working, reliable manner;</li> <li>• Always show respect to colleagues and clients.</li> </ul>
<b>Education and Experience</b>	<ul style="list-style-type: none"> <li>• Good standard of English and IT Skills;</li> <li>• Knowledge of website content management systems eg Wordpress or similar and a working knowledge of Google Analytics would be helpful.</li> </ul>
<b>Key Competencies</b>	<ul style="list-style-type: none"> <li>• Project management skills;</li> <li>• Ability to gain co-operation of others and ignite an enthusiastic response to new initiatives;</li> <li>• Creativity coupled with drive and ambition;</li> <li>• Demonstrate a real interest in: marketing, media, social media, creative, digital, PR, communications;</li> <li>• Evidence commitment to or desire for self-development ;</li> <li>• Have a good level of literacy and numeracy;</li> <li>• Show interest in broadening horizons through work;</li> <li>• Be committed for one year minimum;</li> <li>• Show good time keeping, attendance and have a professional attitude.</li> </ul>
<b>Hours of Work</b>	Because of the nature of the business, flexibility in hours of work is dictated by the requirements of the job as the business operates from 07:00 to 18:00 hours Monday to Friday. Standard hours operate from 9:00 to 17:00 hours.