

### Role Profile

**Job Title:** Content Marketing Assistant

**Department:** Marketing

**Reports To:** Brand Manager

#### **Purpose of Role:**

This is an excellent opportunity for a bright and creative thinker to join a growing professional marketing department within the financial services industry.

Reporting to the Brand manager, you will support a busy brand team who drive brand strength, PR, partnership communications, advertising and over 150 trade events year. As well as taking care of administrative tasks such as purchase orders, you will also look after the annual marketing planner, and create some content yourself.

This role comes with potential for significant development as you can take ownership of the content schedule and actively contribute to growing our site traffic and commercial offering via the content that we provide to partner firms, publications and our own website team.

#### **Key Accountabilities**

- Supporting the Brand Manager and Events Executive on marketing campaigns
- Managing the content calendar – sending adverts and copy by deadlines
- Curating and sourcing content from internal and external sources
- Editing and re-writing of articles for web, print and 3<sup>rd</sup> party publications
- Managing relationships with 3<sup>rd</sup> party suppliers
- Assisting with the creation of videos and webinars
- Using the document audit trail system
- Helping with team administration including budget tracking
- Assisting with press office deadlines
- Occasionally assisting with event organisation
- supporting the company's research – brand, advertising, customer Development of presentations
- And internal marketing

#### **Performance Behaviours:**

- Excellent organizational skills and attention to detail
- High level of self-motivation and confidence to work independently with minimal supervision
- Basic understanding of marketing processes and workflows
- Good writing skills with an ability to present information clearly and creatively
- Adaptability and creativity in order to drive and complete projects effectively



# Foundation

## Home Loans

- Good teamwork and communication skills
- Proficiency in Microsoft Office

### Essential Skills/Qualifications:

#### You will have:

- Creative and analytical mind
- Excellent proof-reading skills
- A passion for creative marketing
- High levels of organisation
- Accountability for your specialism
- A desire to grow professionally

### Desirable Skills/Qualifications:

- Graduate or marketing qualification preferred

#### Our people embrace our values:

**Fair** - We are open minded and make unbiased, consistent decisions.

**Accountable** - We take ownership of situations so that our customers experience efficiency.

**Customer first** - We understand what our customers want and build strong relationships.

**Transparent** - We communicate clearly and concisely, ensuring that we are open with information.