



BARNWELL
THE SEAL OF APPROVAL

Marketing Assistant

Location: M Barnwell Services HQ - Birmingham (Smethwick)
Office Based Only

This is a fantastic opportunity for an individual looking to take their first step to becoming a Marketing professional. It would also suit a Marketing or Business graduate with a marketing placement year or internship in a varied role. This is a very hands on and full mixed marketing role to increase brand awareness and lead generation both on and offline.

The Role (Duties and Responsibilities):

Reporting to the Marketing Manager you will support the current Marketing team in the development of processes to improve, streamline and simplify how we plan and execute all marketing activity. This will be by proactively searching out opportunities for improvement, becoming a champion for process, driving efficiencies through regular and timely communication and ensuring that all Sales personal are informed and engaged.

As a Marketer you must be highly creative, your duties will include but not limited to:

- ❖ Delivering day-to-day projects, including tactical activity and ownership of smaller scale campaigns
- ❖ In conjunction with the Marketing Plan help design, and implement the companies' digital and print based marketing material such as Flyers, Brochures, Posters, Direct Mail etc. using Adobe Software (Illustrator, Photoshop, InDesign etc)
- ❖ Email marketing
- ❖ Social Media, PR and News Blogging
- ❖ Overseeing website directories
- ❖ CRM activity
- ❖ Providing all round marketing support - e.g. ad hoc content, bespoke letters, product images, technical drawings etc
- ❖ General Marketing administration duties as well as processing website leads

Essential skills and experience:

- ❖ Previous work experience – Minimum one year
- ❖ Extremely organised, methodical and showing a real attention to detail
- ❖ Happy content writing and strong proof reading skills
- ❖ Ability to prioritise workload and manage multiple projects
- ❖ Excellent communication skills - written / spoken / presenting
- ❖ Microsoft Office proficiency - Word / Excel / Publisher / PowerPoint
- ❖ Show drive and initiative for continual improvement
- ❖ Work well in a team and with a range of people, developing strong working relationships
- ❖ Persuasive and diplomatic
- ❖ A desire to be a Marketing professional



Preferred skills and experience:

- ❖ B2B Office Experience
- ❖ Marketing Experience
- ❖ Experience of Fluid Sealing Industry
- ❖ Experience of using the full Adobe software
- ❖ Experience in presenting
- ❖ Artwork production
- ❖ Clean driving licence

Package:

This is a great role to really hone your skills under the guidance of a strong Generalist Marketing team. You will be provided with the opportunity to join a successful and well-established company, with relevant training provided.

- ❖ Salary: £Competitive + Bonus + Pension
- ❖ Holiday: 20 days + bank holidays
- ❖ Hours: 9am to 5.30pm (37.5 hours per week)
- ❖ Lunch: One hour
- ❖ Parking: Free employee parking

If you have gained the relevant experience and are looking to develop your marketing career, then please apply