

## ROLE PROFILE

<b>JOB TITLE</b>	<b>MARKETING ASSISTANT</b>
<b>FUNCTION</b>	<b>MARKETING AND BUSINESS DEVELOPMENT</b>
<b>REPORTING TO</b>	<b>HEAD OF MARKETING AND BUSINESS DEVELOPMENT</b>
<b>REPORTTEES</b>	<b>NONE</b>

### JOB PURPOSE

**To provide support within the Marketing function that drives the development of compliant, compelling campaigns, communications and promotional activity to achieve the objectives of the Society's marketing plan.**

### KEY RESPONSIBILITIES

- Assist in the development and delivery of compliant and compelling campaigns and communications to meet business objectives.
- Maintain / review / edit the CMS system to ensure website content remains appropriate, relevant and effective.
- Carry out weekly analysis of the website and online advertising performance and prepare reports as required.
- Build effective mutually beneficial working relationships with approved agencies, external suppliers, partnerships and media representatives to ensure effective day to day delivery of communications and campaign / promotional material.
- Evaluate the results of marketing activity to identify reasons for success / failure, sharing with the relevant audiences to enable measurement of return on investment.
- Work with colleagues in compliance to ensure that all communications, campaigns and activities meet the required regulatory standards in order to protect the Society from regulatory and reputational risk.
- Manage allocated activity budget effectively
- Deliver control requirements by keeping a robust audit trail for all communications.
- To record, monitor, control and report as required.
- To undertake any other duties or projects regarded as relevant to the job role.

### KEY PERFORMANCE INDICATORS

- Marketing tasks delivered within agreed time, budget and quality measures
- Delivery of agreed service standards and KPIs
- Successful budget management
- Achievement of personal goals
- Delivery against personal development plan
- Successful stakeholder management

**SKILLS AND EXPERIENCE**

- Experience in marketing is an essential requirement
- Experience of financial services would be advantageous
- Good understanding of print production and the campaign / comms development process
- Experience of website Content Management systems, Google Analytics, Adwords and SEO would be a significant advantage
- Able to demonstrate good copy writing skills
- Excellent presentation and communication skills
- Project management skills
- Influencing and negotiation skills

**BEHAVIOURS**

- Focus on customer
- Working in teams
- Results orientation
- Building personal capability