

Job Description

As at May 2018

Job title: **Marketing and Creative Assistant**

Reporting to: **Media and Communications Manager**

Key Results Area

- Production of publications and graphic design
- Online co-ordination and digital marketing

Key responsibilities

- **Publication co-ordination**
 - Graphic design and layout of the Association's publications using Adobe Creative Suite (InDesign, Photoshop, Illustrator etc.)
 - Provide assistance in publication co-ordination process and print management
 - Co-ordinate and manage the distribution of print and online communication
 - Liaise with external contractors (web developers, printers etc)
- **Digital marketing**
 - Implementation of social media presence on platforms both paid and generic
 - Coordinating social media posts, build audiences and drive qualified traffic to the website to generate business through our eCommerce platform
 - Create visual content for all online platforms
 - Maintain and develop our websites through content creation/management
 - Knowledge of SEO and SEM techniques - Assist in day to day management of SEO strategy, implementation & monitoring
 - Maintain website content, ensuring all pages, products and prices are correct and up to date
- **General marketing**
 - Implement marketing communications including print, electronic, online, social media and search engine marketing
 - Prepare marketing materials in-house
 - Assist in event marketing, promotions and audio-visual execution
 - Provide organisational support for events and membership functions
- **Experience required**
 - High proficiency in Adobe Creative Suite (InDesign, Photoshop and Illustrator)
 - Experience in tracking, reporting and interpreting results of digital campaigns
 - Ability to work collaboratively with a willingness to contribute to the wider team and Association objectives
 - eCommerce digital marketing experience is desirable, including Google analytics and AdWords (Certification is highly desirable)
 - Production of quality material, a high level of accuracy & professional standards
 - Maintain confidentiality and discern commercial and sensitive information
 - Prioritising time-critical projects and adjust to changing priorities.

This is a multi-faceted role which may require some travel and will include irregular working hours.

Other duties and responsibilities may be lawfully added at the discretion of the CEO/Executive Director.