

Job Description

Job title:	Marketing Assistant
Reports to:	Marketing Manager
Department:	Marketing
Hours:	37.5 Hours per week Mon-Fri 9.00am – 5.00pm with some flexibility as required
Remuneration:	£20,000 per annum
Additional Benefits:	Company Standard Benefits

About the company

Businesswise Solutions complete purpose is to enable our client partners to focus their energy on powering their business.

We are a full service energy partner that understands our role in delivering tangible improvements to business performance beyond cost and consumption.

Using the power of data and technology, our energy specialists help our client partners simplify and navigate the energy market, identify opportunities they never thought possible, make the most informed decisions and develop strategies that minimise risk and deliver better business performance.

Our goal is to continue to grow our business, our team, our capability and to do so in an organic and sustainable way, investing in and developing our people. We deliver empowering energy, and our future is exciting.

About the Role

The role of Marketing Assistant exists to aid the Marketing Manager in delivering the full tactical marketing plan in line with the marketing strategy set by the Head of Sales & Marketing.

With a workload set by the Marketing Manager, the Marketing Assistant will serve internal customers to include but not limited to; The Marketing Team, Business Generation, Field Sales, Account Management & Delivery Teams. The Marketing Assistant will have access to Microsoft office, G Suite and Adobe Creative suite, and be supported with coaching and mentoring from the Marketing Manager & Head of Sales & Marketing.

The progression for this role would be into the management of a specialist field, such as brand, campaign, visual content or PR.

Responsibilities

The responsibilities of the Marketing Assistant fall under four core marketing areas, Communications Management; Messaging & Storytelling; Acquisition & Revenue Growth; and Conversion Enablement.

The Marketing Assistant will be provide support in a number of areas. The detailed framework of direct and indirect responsibilities can be seen below:

	Responsibility
Communications Management	<ul style="list-style-type: none">• Making changes to the websites as required• Creating and uploading website content including product pages, news items, blogs• Write & post content on social media• Manage internal communications
Messaging & Storytelling	<ul style="list-style-type: none">• Collating customer stories that enhance our brand image• Development of customer and prospect communications, such as email, call scripts, templates and snippets• Copywriting and proof-reading of press releases, blog content, internal resource documentation• Assist where required in delivering event marketing
Acquisition & Revenue Growth	<ul style="list-style-type: none">• Assist the marketing manager and account management team in the delivery of tactical customer campaigns designed to grow revenue from existing clients• Assist the marketing manager and business generation team in executing direct action campaigns to support the wider sales objectives and grow the Businesswise customer base
Conversion Enablement	<ul style="list-style-type: none">• Assist in the production of finished proposals, presentations and detailed audits in digital/print formats to inspire potential customers to become customers• Tracking design requests and setting up artboards

Education, Skills, Experience

The Marketing Assistant will have a minimum of 2 years of B2B marketing experience and have the education, skills and experience matching the framework below:

	Essential	Desirable
Education	<ul style="list-style-type: none">• A-Levels or Vocational Qualification	<ul style="list-style-type: none">• Bachelor's Degree in marketing or business related subject
Skills	<ul style="list-style-type: none">• Graphic design• Copy Writing• Planning & Organisation• Analytical• Digital Marketing	<ul style="list-style-type: none">• Able to embrace positive change• Ability to understand complex ideas• Able to embrace feedback and learn
Experience	<ul style="list-style-type: none">• 1 Year or Entry level considered with Marketing Qualification (e.g. BA Marketing Management)	<ul style="list-style-type: none">• 2 years of B2B marketing experience

To apply for this role please send your CV and covering letter through to recruitment@businesswisesolutions.co.uk