

Marketing Assistant

This is a unique and exciting full-time opportunity to join a team at Freedom Health Insurance as a Marketing Assistant.

About the job

Join our small and friendly marketing team as a Digital Marketing Assistant and be a pivotal part in our organisation's digital marketing strategy.

Engage in content creation, social media management, and email campaign support. Collaborate with the team to contribute to the achievement of the overall marketing goals and objectives, conduct market research, and stay ahead of industry trends. This role offers a blend of creativity and analytics, involving content optimisation, performance monitoring, and strong communication skills.

This role is ideal for individuals looking for an entry point into a marketing career within an office environment. It's an ideal role for professional and personal development, providing a platform to launch a fulfilling journey in marketing.

Key responsibilities:

Collaborate and communication:

- Work closely with the marketing team and sales team to ensure cohesive and integrated marketing efforts.
- Ability to communicate effectively with external agencies such as design companies when necessary.

Content creation and management:

- Assist with scheduling and publishing content on the website.
- Assist in the creation and execution of social media strategies to increase brand awareness and drive engagement.
- Monitor and respond to social media comments, messages and mentions.
- Schedule and publish content across various social media platforms.
- Collaborate with the marketing team to develop content schedules and ensure timely delivery of materials.

Email marketing:

- Support the planning and execution of email marketing campaigns, including creating newsletters, designing templates, and managing subscriber lists.

Search Engine Optimisation (SEO):

- Assist in implementing SEO strategies to improve the website's visibility and rankings on search engines.
- Conduct keyword research and optimise content for search engines.

Digital advertising

- Assist in creating and managing digital advertising campaigns on platforms such as Facebook, LinkedIn, Instagram, and other relevant channels.
- Monitor sponsored ad performance, adjust budgets accordingly and optimise campaigns based on performance.

Market research:

- Conduct research on industry trends, competitor activities, and customer preferences and provide insights on the findings to develop on our own marketing strategies.
- Stay informed about the latest trends and innovations in digital marketing.

Office coordinator: In addition to marketing duties, you will also be expected to act as the office coordinator. This part of the position involves providing administrative support, managing communications, coordinating events, and ensuring the overall functionality of office facilities. It requires excellent organisational skills, attention to detail, and effective communication with all departments.

About you

It is essential that you:

- Have excellent written communication skills and ability to write in a logical, easy-to-read, and grammatically correct style.
- Are computer literate and skilled in the use of Microsoft Office products including Word and Excel.
- Have a digital mindset and are comfortable and keen to learn new digital tools.
- Understand marketing concepts and have some experience with CMS (Kentico, WordPress or others).
- Have a good understanding of Search Engine Optimisation best practices.
- Have a positive attitude about your responsibilities.
- Can be flexible in your working approach for example in prioritising, assisting your colleagues, working independently.
- Have a driving license as you may have to complete offsite tasks that coincide with the officer coordinator role.

Desirable education and skills (not essential)

- A degree in any marketing-related subject such as marketing, advertising, management, or business.
- At least one year's previous work experience in a similar role.

What you get in return

Join an inclusive and positive company, developing digital marketing skills within a small, dynamic team.

Benefits

- Private Medical Insurance
- 25 days annual leave
- Great office location
- Pension
- Job Types: Full-time, Permanent

To apply, please send your CV and cover letter to Yasmin Taylor at y.taylor@freedomhealthinsurance.co.uk.