

Marketing Assistant

We are looking for a passionate, creative, and motivated individual to become the newest member of our marketing team.

About Freedom Health Insurance

Freedom Health Insurance is an award-winning, family-run private medical insurance provider, based in Poole, Dorset. We specialise in offering affordable health insurance solutions in the UK and internationally, that can be customised to meet the unique needs of individuals, families, and businesses.

About the job

Job type: Full time, permanent position

Salary: DOE

Start date: March 2025

The marketing department is responsible for creating and implementing strategies that align with the company's goals. Responsibilities include managing digital platforms, writing award-winning submissions, planning and hosting corporate events, and analysing performance reports to enhance results and engagement.

It is particularly well-suited for individuals at the beginning of their marketing careers, providing an excellent opportunity to deepen their understanding of marketing functions within an office environment. With a focus on both professional and personal development, this role serves as a solid foundation for launching a rewarding and successful career in marketing.

Key responsibilities:

Collaborate and communicate:

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

Content creation and management:

- Create, schedule, and publish SEO-optimised content across our various platforms.
- Create and execute social media strategies to increase brand awareness and drive engagement.
- Monitor and respond to social media comments, messages and mentions.

Search Engine Optimisation (SEO):

- Assist in implementing SEO strategies by conducting keyword research to improve the website's visibility and rankings on search engines such as Google.

Event planning:

- Coordinate event logistics, such as booking venues, arranging transportation, and ensuring branding materials are prepared.
- Develop creative themes and ideas to enhance event experiences and ensure they align with the company's brand.
- Manage event budgets to ensure cost efficiency and value for money.

Market research:

- Conduct research on industry trends, competitors, and customer preferences and provide insights on the findings to develop on our own relevant marketing strategies.

Email marketing:

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

Office coordinator:

In addition to your marketing duties, you will also be expected to act as the office coordinator. This part of the position involves managing internal communications and 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 with the ability to write in an easy-to-read, and grammatically correct style.
- A degree in any marketing-related subject such as marketing, advertising, management, or business.
- Are a creative individual with the ability to come up with innovative and engaging ideas to achieve our marketing goals and objectives.
- Understand marketing concepts and have some experience with CMS (Kentico, WordPress etc.).
- Are computer literate and skilled in the use of Microsoft Office products including Word and Excel.
- Have a digital mindset and are keen to learn new digital tools such as Photoshop.
- Can prioritise and manage tasks, assist colleagues, and work independently.

Desirable education and skills (not essential)

- At least one year's previous work experience in a similar role.
- Have a good understanding of Search Engine Optimisation best practices.
- Have experience using Canva to assist with content creation.
- Have a driving license as you may have to complete offsite tasks that coincide with the officer coordinator role.

Benefits:

Join an inclusive and friendly company, that prioritises personal and professional development.

- Private Medical Insurance
- Death in service
- Company pension
- 25 days annual leave plus statutory bank holidays
- Great office location located in the centre of Westbourne, Dorset.

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