

## Job Description

<b>Job Title</b>	Digital Marketing Assistant (Temporary contract)
<b>Reporting to</b>	Digital Marketing and Communications Manager
<b>Direct Reports</b>	N/A
<b>Scope of the role</b>	Responsible for updating social media platforms, group website and intranet site alongside internal and external email communications. The ideal candidate will have an interest in automotive and motorsport.
<b>Key Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Co-ordinate and regularly update all social media platforms for the group to ensure they accurately reflect group activity and engage with the relevant audiences.</li> <li>• Create and deliver social media campaigns in line with sales opportunities; supporting the sales team and increasing digital reach to customers.</li> <li>• Support with content creation and upload for new group websites</li> <li>• Support with regular updates and content creation of new group wide intranet site</li> <li>• Support with delivery of e-marketing campaigns across the business</li> <li>• Potential field support with exciting automotive industry events – capturing content for use across digital platforms</li> </ul>	
<b>Qualifications</b> (Set out required qualifications, and whether these are essential or desirable)	
<ul style="list-style-type: none"> <li>• Relevant degree status – Digital communication/Marketing</li> <li>• Experience in social media marketing would be beneficial</li> </ul>	
<b>Technical Skills/Experience</b>	
<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills</li> <li>• Experience with web content management tools, like WordPress would be beneficial</li> <li>• Proficiency in MS Office</li> <li>• Knowledge of SEO and Google Analytics</li> <li>• Experience with marketing campaigns on social media</li> <li>• Adobe Creative Suite experience is beneficial</li> </ul>	
<b>Key Competencies</b>	
<ul style="list-style-type: none"> <li>• Demonstrates flexibility and adaptability to change</li> <li>• Strong communication skills with the confidence to interact with internal and external stakeholders across the business</li> <li>• Proven ability to consistently meet deadlines and deliver under pressure</li> <li>• Demonstrates organisation and prioritisation skills in managing volume and variety of work</li> </ul>	