

JOB DESCRIPTION | MARKETING ASSISTANT

JOB TITLE:	Marketing Assistant
RESPONSIBLE TO:	Marketing Manager
SALARY:	£19,000 - £21,000
HOURS:	37.5 hours per week 5 days Monday - Friday
BASE:	The Daffodil Hotel & Spa (travel to Craig Manor may also be required)

MAIN PURPOSE OF THE JOB

To assist in effectively delivering the annual marketing plan for both the Daffodil Hotel & Spa and Craig Manor, raising brand awareness and increasing audience growth to meet yearly revenue targets.

MAIN DUTIES & RESPONSIBILITIES

1. To assist the Marketing Manager with the delivery and measurement of seasonal multi-channel marketing plans and campaigns, coordinating information as required from other departments to meet launch deadlines.
2. To gain a strong understanding of Google Analytics, to be able to use daily to monitor website performance and highlight changes and insights regularly to the Marketing Manager to improve overall website performance.
3. To utilise computer design packages effectively meeting the corporate and creative style of the individual branding at both hotels.
4. To produce internal and external promotional materials such as menus, brochures, online artwork and social media graphics.
5. To prepare and upload artwork and content to The Daffodil and Craig Manor websites as directed by the Marketing Manager.
6. To work closely with the Marketing Manager to deliver the annual social media strategy across a wide range of platforms including Facebook, Twitter and Instagram.
7. Design copy and content for Instagram Stories in order to engage existing followers and reach a new audience to assist with brand awareness and conversion.
8. To keep the online blogs of both hotels up to date with the latest news, offers and seasonal content.
9. Creative content writing within the brand tone of voice, with an awareness of SEO techniques to improve the overall effectiveness of new content added to the websites.
10. To design, send and track e-newsletters for both The Daffodil Hotel & Spa and Craig Manor.
11. To develop an understanding of Search Engine Optimization and Pay Per Click over time to assist with this strategy when needed.



12. To work with our digital agency to assist the Marketing Manager in the delivery of our digital strategy across PPC, SEO, content marketing and e-newsletters.
13. To assist the Marketing Manager in working with our digital agency to implement website developments.
14. To liaise with Head of Departments across both hotels to ascertain their marketing requirements and fulfil their requests once agreed by the Marketing Manager.
15. To take an active role in contacting regional and national press or bloggers/ influencers to secure journalist visits to both The Daffodil and Craig Manor.
16. To assist with photo shoots and video projects completed at both hotels.
17. To liaise with external marketing agencies when required to assist with projects.
18. To undertake regular research into new marketing or revenue techniques and technology as guided by the Marketing Manager.
19. To undertake basic marketing tasks such as proof-reading, updating menus within a template, inputting information and day to day printing of internal marketing materials.
20. To have an awareness of GDPR, supporting the Marketing Manager as and when with the delivery of this company commitment.
21. To attend marketing meetings with internal departments and external clients when appropriate.
22. To carry out all other duties reasonably requested by the Marketing Manager.

GENERAL STATEMENT

The details contained in this Job Description reflect the content of the job at the date it was prepared. It should be remembered, however, that it is inevitable that over time, the nature of individual jobs will change, existing duties may no longer be required and other duties may be gained without changing the general nature of the duties or the level of responsibility entailed.

The Daffodil Hotel & Spa / Craig Manor will expect to revise this Job Description from time to time in line with the changing needs of the Company and will consult with the post holder at the appropriate time.

HEALTH & SAFETY AT WORK

In accordance with the Health and Safety at Work Act, it is the responsibility of every employee to observe all rules relating to Health, Safety and Conduct of Work and to operate any equipment provided in a safe and responsible manner.

EQUAL OPPORTUNITIES

The Daffodil Hotel & Spa / Craig Manor has an Equal Opportunities Policy with which you are expected to comply at all times. The Company condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with respect and without bias.

DATE JOB DESCRIPTION PREPARED: August 2019

JOB DESCRIPTION APPROVAL

It is agreed that the above is a brief and concise description of the post of Marketing Assistant.

Signed:..... Date:.....
MARKETING MANAGER

AGREED BY POSTHOLDER

Signed:..... Date:.....

PERSON SPECIFICATION | MARKETING ASSISTANT

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<p>GCSE English (A-C)</p> <p>Marketing, Graphic Design or Business-related degree or qualification</p>	
EXPERIENCE	<p>Some knowledge of graphic design programmes or able to demonstrate a strong flair for design</p> <p>Experience with Microsoft Office applications</p> <p>Worked in an office environment</p>	<p>Experience of using Adobe Creative Suite (Photoshop, InDesign and Illustrator)</p> <p>Competent user of Microsoft Excel</p> <p>Previous marketing industry experience</p> <p>Worked within the hotel / tourism industry</p>
SPECIALIST KNOWLEDGE	<p>A very good awareness of modern technology, social media platforms, blogging and the growth of digital technology as a whole</p> <p>Comfortable with statistics and able to collate, input and analyse data effectively</p> <p>Confident at copywriting following the brand's tone of voice</p>	<p>Good knowledge of marketing specifically within the tourism or hotel industry</p> <p>Knowledge of content management systems</p> <p>Knowledge of e-newsletter software packages</p> <p>Knowledge of all social media platforms</p> <p>Knowledge of Google Analytics</p> <p>Prior experience of data analysis and presenting results</p>
SKILLS & ATTRIBUTES	<p>Creative with a strong eye for detail</p> <p>Effective and accurate written and oral communication skills</p> <p>Passionate about marketing</p>	<p>Works well under pressure and prioritises workload effectively</p> <p>Confident in meeting deadlines</p>
DISPOSITION & APTITUDE	<p>Friendly and approachable</p> <p>Well organised and conscientious</p> <p>Positive and enthusiastic outlook</p>	<p>Works well under own initiative</p> <p>Good at multi-tasking</p>