



## Marketing Assistant Job Description

Birchwood & Co Case Management is looking to hire an experienced part-time home working Marketing Assistant who can develop and implement new marketing plans and strategies for our services.

To be chosen for this role, you must have experience in sales and marketing and/or a degree in marketing, business, or a related field. Prior work experience in personal injury, case management, administration, sales, or marketing is a plus and a high level of attention to detail are both important keys to success in this role.

## Marketing Assistant Benefits

- Part-time 1 day per week
- £22,000 pro rota
- Health insurance
- Expenses
- Working for a supportive and innovative company
- Homeworking and flexible hours/days
- 25 days annual leave pro rota

## **Marketing Assistant Responsibilities:**

- Collaborating with managers, internal teams, clients, and partners on marketing strategy.
- Helping identify marketing trends and key opportunities for innovation.
- Assist with identifying appropriate promotional opportunities - exhibitions, sponsorship or advertising leads and take an active part in the implementation of these.
- Assist with the active use of social media channels/digital platforms (LinkedIn, website, twitter) with appropriate materials to enhance audience and client engagement.
- Creating marketing materials, case studies, and presentations.
- Maintaining a marketing database.
- Providing administrative support to management.
- Familiar with marketing software.
- Preparing, formatting, and editing a range of documents.
- Understanding company services and brand.
- Creating reports.
- Organising market research.
- Analysing questionnaires and other forms of feedback.

## **Marketing Assistant Requirements:**

- Experience and/or Bachelor's degree in marketing, business, or related field.
- Administration or sales and marketing assistant experience.
- Effective written and verbal communication skills.

- Ability to work effectively within a team and independently.
- Competency in Microsoft applications including Word, Excel, and Outlook.
- Good organization skills.
- Digital marketing experience.