

Job Title: Digital Marketing Assistant

Base: Walraven Ltd,
18b Wildmere Road,
Wildmere Industrial Estate,
Banbury,
OX16 3JU

Reporting to: Marketing Manager

Salary Range: £25,000.00 pro rata per annum

Position overview

An exciting opportunity has arisen to join the Walraven Ltd, Banbury team, working within our UK Marketing team.

As the Digital Marketing Assistant you will be responsible for providing marketing support to the Marketing and Communications Manager, with a focus on digital as well as other general marketing tasks.

You will be responsible for creating and scheduling social media posts, designing email marketing campaigns, analysing website and social media metrics, assisting with SEO as well as general marketing support.

You will be organised with a good eye for detail and a passion for creative. An ideas-driven person who can manage and prioritise workload and have a track record of delivering to deadlines.

Key responsibilities

- Managing social media accounts by creating and scheduling posts, monitoring engagement metrics and responding to comments and messages
- Delivery of Google Ad campaigns and social media advertising
- Assisting with email marketing campaigns by designing and creating email templates, managing email databases and tracking metrics, such as open rates and click-through rates
- Supporting content creation efforts, such as writing blog posts, creating infographics or designing social media visuals
- Analysing website traffic data, measuring site performance and creating reports that help identify opportunities for optimisation
- Assisting with keyword research and competitor analysis and optimising website content for search engines
- Assisting with video creation for use on social media
- Keeping updated with the latest digital marketing trends and technologies and making recommendations for how the organisation can incorporate them into its marketing strategy
- General marketing support tasks such as packaging and sending product samples, allocating tasks in the CRM, proof reading, management of literature and merchandise stocks, assisting with preparations for events, delivering support requests from wholesalers and sales colleagues

- Working together with Group Marketing Communications and other local departments and customers to ensure our brand is used correctly across everything we do
- Some UK travel may be required to participate in meetings and events
- Some foreign travel to various Group countries to build relationships with colleagues and for participation in Learning Circles, meetings and events
- To carry out any other duties as required by the business

Training and Development

The Marketing Manager will provide a PDP (Personal Development Plan) over 3 stages throughout the year, via an online platform, Walraven Academy.

Staff will be provided with the necessary education, training, and support to enable them to meet their responsibilities.

Desired Personal Specification

- Sound educational background including minimum English and Maths GCSE
- Relevant marketing qualifications, CIM or equivalent studies in marketing
- Minimum 2 years working in a marketing role including digital marketing experience
- High level of general computer literacy including Word, Excel and PowerPoint
- Experience managing business social media accounts
- Excellent verbal and written communication skills
- Creative and practical with an eye for detail
- Able to work collaboratively with others
- Good time management, able to deliver to deadlines
- Demonstrate customer focus in all activities
- Positive, pro-active attitude with problem-solving skills
- Organised and self-motivated

It is desirable for you to have a working knowledge of the following tools:

- Canva
- WordPress
- Google Analytics4
- Google Ads
- Social Media advertising
- In Shot or other video editing tool
- SEO
- Marketo (marketing automation tool)

Employee Benefits

Employee assistance programme – Medicash policy that provides money back against certain everyday health care bills

Salary sacrifice pension scheme – Through Peoples Pension

Employee recognition scheme – Bonusly platform that turns points into vouchers

Life Insurance policy – once probation has been passed

Cycle to work scheme – once probation has been passed

MotorSave scheme – once probation has been passed

Hybrid working scheme – once probation has been passed

Living Wage accredited

Investor in People accredited

Free uniform and PPE provided where required

Volunteer scheme – 2 paid days per year to help out a charity

Working schedule

Monday to Friday 9am to 2:30pm with a 30 minute unpaid lunch break

25 Days holiday per annum, (5 days of allowance must be kept for Christmas shut down) plus 8 Bank Holidays