

Marketing Executive

Job Type: Permanent - Full Time

Location : The Gardener's Garden Centre, Rushmore Hill,
Knockholt, Kent TN14 7NN

Days : Monday to Friday

Hours: 9:00 am – 5:00 pm (5:30 pm during extended opening)

The role supports the work of the Marketing Manager on projects as well as developing sales strategies or marketing campaigns.

Excellent organisational skills are a main requirement for marketing assistant roles.

Role responsibilities:

- Digital marketing – social media and website content generation and campaigns
- Campaign management
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Copy writing, creating reports, company brochures and similar documents
- Organising and hosting presentations, events and customer visits
- Assisting with promotional activities
- Managing and working with agencies
- Updating spreadsheets, databases and inventories with statistical, financial and non-financial information
- Conducting market research and analysing consumer rating reports/ questionnaires
- Working closely with employees in other areas of the business.

Requirements:

- Proven experience as a marketing assistant
- Good understanding of office management and marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organised with a customer-oriented approach
- Good knowledge of market research techniques and databases
- Excellent knowledge of MS Office, marketing computer software and online applications (CRM tools, Online analytics, Google Adwords etc.)
- Excellent communication and people skills
- BA Hons in Marketing, Business or relevant field

Qualifications:

Graduate level with any degree discipline, but degree subjects such as marketing, business or statistics can be advantageous.

Key skills:

- Confidence
- Organisational skills
- Commercial awareness
- Adaptability
- Creativity and design capability
- Good teamworking skills
- Communication skills
- Numerical skills
- IT skills

Uniform is provided

Own transport arrangements are essential as public transport is not reliable to Coolings

We offer a company pension scheme, 28 days' holiday, Staff discount and Healthcare Cashback scheme.

CLOSING DATE: 23rd August 2019