



## Chattertons, Role Profile and Person Specification

### Marketing Assistant

Role Profile:	
<b>Job Title: Events / Marketing Assistant</b>	<b>Hours of Work:</b> 21 hours over three days. Days to be flexible.
<b>Salary : £10,800 (based on a FTE salary of £18,000)</b>	<b>Location: Lincoln or Newark</b>
<b>Reports to: Business Development and Marketing Manager</b>	

#### Summary:

At Chattertons, we strive to be the “go to” Legal and Wealth Management Company in the East Midlands. We are delighted to announce that we have an exciting opportunity for an ambitious Marketing Assistant to join our passionate team.

You will report to our Business Development and Marketing Manager and will be responsible for assisting with the promotion of the Company through Companywide marketing initiatives and supporting local offices/departments with their marketing requirements.

Your primary responsibility will be coordinating events but you may also be involved in assisting the Digital Officer with social media, marketing, material production, events and internal communications.

You will be able to bring fresh ideas to the table and have a flexible, willing and “can-do” attitude.

The Company is full of personalities, so you must also possess a good sense of humour. We need a real team player who is credible and confident when liaising with Directors, Partners and clients.

#### Key Duties and Responsibilities of the Events / Marketing Assistant:

##### Marketing Material

- Assist with the co-ordination and distribution of mail outs.
- Generate mailing lists from the database in conjunction with the ICT department.
- Responsible for the availability of all marketing materials, ensuring all offices are correctly stocked and all branding is consistently adopted across all offices.
- Order business cards and name badges as and when requested.
- Prepare press releases for the media under the direction of the Marketing Manager.
- Liaise with suppliers to ensure marketing materials are always available across all offices

## Website

- Assisting with the coordination and updating of the website and intranet.
- Keep the list of staff updated on a regular basis and ensure profiles are up to date and consistent.
- Update the website and intranet with all new marketing and company communications and articles.
- Updating general content on website as appropriate.

## Events

- Attend events, meet with clients and ensure all stands are stocked with appropriate stationery, refreshments and other marketing materials.
- Assist Business Development / Marketing Manager, Directors and Partners with the development of initiatives, give ideas and feedback on client experience.
- Book and confirm venues and organise refreshments as necessary..
- Preparing packs for delegates attending seminars.
- Support with the design of flyers and write letters for seminars/events.
- Organising and arranging staff to attend events.

## Database Maintenance

- Maintain Marketing Databases, ensuring full details are inputted correctly and accurately.
- Update information, following returned mail etc.

## Reporting

- Assist in the preparation of key marketing reports.
- Assist with analysing and interpreting web statistics.
- Assist with report writing.
- Maintaining filing system in an orderly manner.

## Administration:

- Proof reading.
- Manage and maintain internal communications and social events.

<b>Person Specification:</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	C Grade or above in English and Maths.	Educated to degree level ideally with a marketing focused degree.  6-12 months marketing experience ideally gained within a corporate environment (accountancy, legal, property, consultancy etc.)  Proven marketing experience.
<b>Knowledge</b>	IT literate and ability to learn new software quickly.	Advanced knowledge of Microsoft Office packages.

		Experience working with Adobe and Photoshop would be an advantage.
<b>Skills</b>	<p>Highly tuned interpersonal skills and clear concise written and verbal skills adopting the correct tone for the situation.</p> <p>Systematic and well organised with the ability to prioritise own workload to meet set deadlines</p> <p>Accurate data inputting skills.</p> <p>Excellent proof reading skills/excellent attention to detail.</p> <p>Passionate about working with social medial and possess a knowledge of how to use within a business environment.</p>	Experience of web content management, social media and email marketing.
<b>Competencies</b>	<p>Team Player.</p> <p>Self-motivated, helpful, has the ability to stay calm under pressure.</p> <p>Desire to provide a high quality service.</p> <p>Ability to prioritise workloads and meet deadlines.</p> <p>Confident talking with clients in person and on the telephone.</p> <p>High level of integrity.</p> <p>Creativeness in the promotion of both marketing department (internally) and the Company (externally).</p>	Able to develop and build business through diverse networks.
<b>Attributes</b>	<p>Supports new opportunities and practices within Company.</p> <p>Keen, enthusiastic and creative.</p> <p>Good sense of humour.</p> <p>The ability to be flexible over working hours, for example early starts and late finishes and</p>	

	weekends are essential for this role.	
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Chattertons recognises that it is essential to provide equal opportunities to all persons without discrimination. The Company has an Equality and Diversity Policy and this sets out the Company's position on equal opportunity in all aspects of employment. This is available upon request.