

H Y P E

beautifully styled marketing

MARKETING ASSISTANT Job Description

Hype Marketing is a bespoke marketing agency. As a small team in the heart of Boroughbridge, we represent locally and nationally businesses in various aspects of marketing from brand development, events, PR and our most popular service of social media management. Below is a list of tasks that you will be given the opportunity to work on; this varies between clients and their needs.

Tasks:

- Social Media Planning & Execution, including research, creating copy, uploading, scheduling, replying to enquiries, commenting, increasing followers & following numbers
- Blog creation; researching, creating copy in correct tone of voice for the brand, uploading to website & linking to social media
- Imagery: sourcing and taking suitable imagery to support other marketing mediums
- PR to look for opportunities, reply to journalists requests and create client press releases: copy, distribution, follow up with journalists and monitoring
- Searching for press cuttings, scanning, image cropping, uploading to client websites, linking to social media & updating circulation sheets
- Website development, creating pages and posts and keeping the site updated with new content
- Create email marketing campaigns; researching and creating content
- Event planning & management for product launches and brand awareness, including guest management. Attendance may also be required
- Creation of marketing material, liaising with design team as necessary or creation in-house
- Research projects looking at competition, potential product launches and gaining client insights
- Analysis & collation of monthly reports for clients
- Proof reading for social media copy, press releases, blogs & marketing material
- Account Management including planning, attending & following up after client meetings
- Administration tasks such as maintaining the database for press contacts, posting
- Creative Meetings to share ideas across all accounts for quarterly planning

Training:

Full training on brand for each client will be given, together with social media management system we use.

We have a culture on continually learning and regularly take part in seminars and training events to improve our skills. Additional opportunities will be given depending on skills.

Skills & Requirements:

- A strong understanding of marketing especially brand
- A good understanding of social media channels (Facebook, Twitter, Instagram, Pinterest, LinkedIn, You Tube & SnapChat)
- Strong computer skills working on Macs with Office Packages (Word, Excel, PowerPoint)
- Strong English literacy skills to write copy & proof read
- A good communicator, not afraid to talk on the telephone and get involved in meetings
- Well organised, methodical with attention to detail
- Previous marketing experience would be desirable, but not essential
- Previous use of Wordpress, Canva, Hootsuite and email systems like Campaign Monitor & Mail Chimp would also be an advantage

Personal Attributes:

- Confident, focussed and positive individual
- A team player as well as good at working under their own initiative
- Open to challenges, new ways of working and continual self-development

Details:

Pay: Subject to skills and hours.

Hours: Negotiable hours. Ideally looking for minimum of 27 hours a week in daily Monday to Friday. For example, hours around school times.

Holidays: 28 days including Bank Holidays