

Digital Marketing Assistant

We're looking for a Digital Marketing Assistant to join our team. Our marketing department plays a crucial role in promoting our products, services, driving sales, and building brand awareness. We are looking for someone with an ambitious, can-do attitude to join our marketing team.

Reporting directly to the Senior Digital Marketing Executive, you will be taking an important role in growing our digital marketing offering.

Responsibilities:

- Support the Senior Digital Marketing Executive to develop and implement digital marketing campaigns
- Develop, manage, and measure email marketing campaigns
- Support the SEO strategy through the optimisation of website content
- Research and identify new content opportunities to support our content strategy
- Manage content distribution across the website
- Work alongside our Social Media Executive to create blog content and project write-ups for the website
- Track content performance and engagement

What skills do you need?

Essential:

- Strong verbal and written communication
- Proven experience in a similar role
- Experience creating digital content
- Excellent time management and ability to meet deadlines

Preferred:

- 1+ years experience with digital marketing tools - SEMRush, Google Analytics, Google Ads, Facebook Ads Manager, Mailchimp, and RedEye.
- Experience with email automation strategy and software.

Job Type: Full-time, Permanent

Salary: £25,000.00 per year

Location: Hybrid Role - Bolton Office

Benefits:

- Additional leave
- Company pension
- Employee discount

Schedule:

- Monday to Friday

Supplemental pay types:

- Bonus scheme
- Performance bonus

Why would you want this job?

Joining our marketing team offers an exciting opportunity to be part of a dynamic and innovative environment where creativity thrives, and ideas are valued. We foster a culture of continuous learning and professional development, providing ample opportunities for growth and advancement within the company.

Our team is driven by a shared passion for marketing excellence and a commitment to achieving tangible results. Joining means being part of a supportive and collaborative team where your contributions are recognised and celebrated. If you're looking for a challenging yet rewarding career in marketing, we invite you to join us and help shape the future of our brand.