## Y:\HR Documentation\Logo\Premier_strapline_RGB.pngPREMIER

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## Digital Marketing Assistant

LOCATION: London

HOURS OF WORK: Full-time: 9:15am – 5:15pm (35 hours pw)

CONTRACT: Temp

REPORTING TO: Digital Marketing Manager

SALARY: £23,000 - £25,000 pa

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| OVERALL MISSION OF PREMIER  |
| To enable people to put their faith at the heart of daily life and to bring Christ to their communities. |
| PURPOSE OF ROLE |
| The Digital Marketing Assistant will support the Marketing and Sales teams in creating and delivering integrated online marketing and sales campaigns. They will be primarily responsible for supporting our advertising sales team execute digital campaigns through email marketing and banner advertising and the recruitment platform Premier Jobsearch and provide reporting. This is a varied role as it will support all aspects of digital marketing, with opportunities to get involved in a range of projects, learn new skills and have creative input. |
| KEY TASKS |
| * Plan and execute successful email marketing campaigns for sales clients across email, social media, newsletter adverts and banner advertising channels
* Provide assistance to sales clients in relation to their digital marketing campaigns with Premier
* Implement display adverting initiatives for sales clients using Google Ads
* Create Premier Jobsearch listings and social media posts
* Update and improve, to a high standard, various scheduled and ongoing reporting documents including weekly statistics report
* Monitor display advertising and provide accurate reporting
* Source and edit high quality images using image manipulation software
* Support Digital Marketing Executive in creation of Premier marketing emails
* Support the Digital Marketing team with data acquisition initiatives
* Set up online webinars on platforms such as Zoom
* Create social media posts for various campaigns or brands
* Support Digital Marketing Manager in managing projects (using project management tools, checking deadlines, follow-in up on tasks progress)
* Provide administrative support to the marketing team(taking notes, scheduling meetings, sending followup notes)
* Support Digital Marketing Manager for The Big Conversation project
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| QUALIFICATIONS |
| * Educated to a degree level ideally in Marketing and Communications
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| SKILLS |
| * Highly organised, self-motivated and able to work individually and as part of a team
* Basic understanding of the basic digital marketing principles including email and social media marketing
* Excellent Microsoft Office skills
* Good organisational skills and ability to manage varied job list
* Excellent Communication skills – both written and verbal
* Strong attention to detail
* Ability to work under pressure and to tight deadlines
* Ability to work creatively and professionally within a small team
* A good eye for design is desirable
* A genuine passion for digital marketing, technology and user experience
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| PERSONAL QUALITIES |
| * An ability to build relationships with individuals
* A confident, ambitious self-starter
* Well-presented
* Creative and innovative thinker
* Self-sufficient/motivated
* The post holder will work in a Christian environment, therefore it will be necessary for the post-holder to have respect for the Christian faith, its values and be in sympathy with our organisational aims
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***Due to the number of applications we receive we cannot reply to unsuccessful candidates, therefore, if you have not heard from us within two weeks of the closing date please accept that, on this occasion, your application has been unsuccessful.***