


## JOB DESCRIPTION

<b>Position/title</b>	<b>Marketing Assistant</b>	
<b>Department</b>	Commercial & Marketing	
<b>Location</b>	Station Road, Blackrod, Bolton	
<b>Hours</b>	37.5 hours per week, Monday to Friday	
<b>Job Banding</b>	Band 2	
<b>Reports to</b>	Commercial & Marketing Manager	
<b>Other Key Relationships</b>	Managing Director Operations Director Commercial Team Planning & Logistics Team	HR Team All Operational Managers Customers & Suppliers Community Contacts
<b>General Summary</b>	To support the planning, delivery and evaluation of all marketing and community engagement activities. Contribute to the day to day delivery of our digital communication, PR, and marketing content and campaigns across multiple platforms.	
<b>Core Responsibilities</b>	<ul style="list-style-type: none"> <li>• Create engaging marketing campaign content, communications and promotional materials to promote our full range of services.</li> <li>• Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.</li> <li>• Work closely with the Commercial &amp; Marketing Manager to develop and refine campaign ideas.</li> <li>• Support community and staff engagement activities as required.</li> <li>• Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.</li> <li>• Proofread marketing copy ensuring it is accurate, persuasive and on brand.</li> <li>• Use software to design and create marketing assets to meet the technical specification.</li> <li>• Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.</li> <li>• Use technology and software packages to support day to day activities, e.g. stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.</li> <li>• Take ownership of assigned projects and work with the Commercial &amp; Marketing Manager on smaller sections of larger projects.</li> <li>• Build effective relationships with key client contacts, both internal and external.</li> <li>• Measure and evaluate campaign delivery to ensure effectiveness, optimise results and identify areas for improvement.</li> <li>• Assist with the creation of content for social media, email and website channels.</li> <li>• Maintain content on our website, writing and adding new content to pages, and producing insightful, relevant blogs to maintain SEO (Search Engine Optimisation).</li> <li>• Liaise with our web development company to ensure our website remains optimised and adopts latest industry standards and techniques.</li> <li>• Support wider team requests to deliver promotional material and literature as requested.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Schedule posts and support campaign timelines.</li> <li>• Help to maintain brand consistency across all digital channels.</li> <li>• Monitor engagement and prepare basic analytics reports.</li> <li>• Conduct market research to drive brand awareness.</li> <li>• Keep up to date with developments/news in the industry.</li> <li>• Conduct research to analyse customer behaviour, competitor activity, and trends in the industry and in core customer groups.</li> <li>• In conjunction with the Commercial &amp; Marketing Manager, identify other advertising opportunities such as local magazines, advertising boards and radio.</li> <li>• Positively represent and raise the profile of J. Dickinson &amp; Sons by attending trade exhibitions, networking events and demonstrations, as required by the business.</li> <li>• Keep up to date with marketing technologies and trends.</li> <li>• Maintain high levels of customer service and professionalism.</li> <li>• Ensure your work area is kept clean and tidy and is presented in a professional manner.</li> <li>• Any other duties commensurate with the role, as requested by the Management Accountant and/or Operations Director.</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• All individuals have a responsibility, under the Health and Safety at Work Act (1974) and any subsequent regulations, to ensure that the Company’s health and safety policies and procedures are complied with to maintain a safe environment for our employees, customers, and site visitors.</li> <li>• Challenge staff and site visitors who do not follow the site safety procedures.</li> <li>• Assist in maintaining the health, safety, and welfare of people (including yourself)</li> <li>• Follow the Company guidelines in reporting faulty or defective equipment.</li> <li>• Ensure all staff, customers and visitors are wearing the appropriate PPE.</li> <li>• Report any risks or near misses to the Health, Safety &amp; Compliance Manager.</li> </ul>
<b>Personal and Professional Development</b>	<ul style="list-style-type: none"> <li>• Undertake any necessary activities to ensure that your own professional qualifications are maintained.</li> <li>• Ensure ongoing personal and professional development by participating in performance reviews as requested.</li> <li>• Identify and undertake activities to develop knowledge, skills and understanding where any gaps have been identified.</li> </ul>
<b>Confidentiality and GDPR</b>	<ul style="list-style-type: none"> <li>• All staff must maintain the confidentiality of information about the Company, employees, or our customers in accordance with the Data Protection Act 2018.</li> <li>• Individuals must not, without prior consent disclose any information relating to the Company, employees, or our customers.</li> </ul>
<b>Governance</b>	<ul style="list-style-type: none"> <li>• Support the Company to work within the specific regulations such as governance and frameworks for the industry.</li> </ul>
<b>Policies and Procedures</b>	<ul style="list-style-type: none"> <li>• All employees and site visitors are required to comply with the policies and procedures in place at J. Dickinson &amp; Sons (Horwich Ltd), without exception.</li> </ul>
<b>Company Values</b>	

<b>PERSON SPECIFICATION</b>		
	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS</b>	Good standard of education, including GCSE or equivalent in English and Maths	Marketing and/or Communications qualification
<b>EXPERIENCE &amp; KNOWLEDGE</b>	Knowledge of website content management Digital literacy (social media platforms)	Previous administrative or marketing support experience Working knowledge of Google Analytics
<b>SKILLS &amp; ABILITIES</b>	Excellent communication skills, both verbal and written, with a high proficiency in English Self-starter, capable of working with minimal guidance Creativity coupled with drive and ambition Strong organisational and time management skills Ability to work collaboratively with other areas of the business to maximise productivity Proficient in the use of Microsoft Office Strong attention to detail and accuracy	
<b>OTHER</b>	Enthusiasm and passion for marketing, social media, digital, PR and communications Well presented with a confident and professional manner Demonstrates commitment to own learning and development Works with integrity and honours commitment Relentlessly pursues the highest standards of performance required to deliver the best results for the company Reliable, punctual and good levels of attendance Positive attitude to change and the need for flexibility in planning and behaviours A commitment to the values of J. Dickinson & Sons	