

## Job Description: Marketing Assistant

Position: Marketing Assistant

Location: Plymouth

Type: Full-Time

### Company Overview:

The Social Planner is a dynamic and innovative Marketing company dedicated to delivering exceptional services to our valued customers.

We are seeking a motivated and dynamic Marketing Assistant to join our team and contribute to our clients' success. As a Marketing Assistant, you will play a pivotal role in crafting and executing strategic marketing initiatives for our diverse range of clients. You will collaborate closely with executives within client businesses to define goals, allocate budgets, and achieve targets. Your creative flair, excellent communication skills, and strategic mindset will drive the success of our marketing campaigns.

### Responsibilities:

As a Marketing Assistant, you will play a crucial role in supporting the overall business efforts to enhance our brand presence and drive business growth.

Your responsibilities will include:

- Create engaging and compelling content for clients across various platforms, including social media, websites, and promotional materials.
- Develop, implement, and execute strategic marketing plans tailored to each client's unique goals and target audience.
- Collaborate with client executives to determine marketing budgets, set achievable targets, and align marketing strategies with overall business objectives.
- Manage and coordinate marketing and creative teams, ensuring efficient workflow, adherence to deadlines, and the delivery of high-quality output.
- Lead market research efforts to assess the viability of existing and new products/services for clients, providing valuable insights for decision-making.
- Foster collaborative relationships with media organisations and advertising agencies to maximise the reach and impact of marketing campaigns.
- Brainstorm innovative ideas for new marketing campaigns that resonate with target audiences and align with clients' brand identities.
- Work closely with the sales team and other departments to develop integrated strategies that drive sales and business growth.
- Monitor ongoing campaigns, tracking progress against objectives, and ensuring that tasks are completed on time and within scope.
- Analyse data to evaluate the effectiveness of marketing initiatives, extracting actionable insights and proposing improvements for future campaigns.
- Stay current with the latest trends, technologies, and methodologies in graphic design, web design, and production to continuously enhance marketing strategies.

#### Essential Skills:

The ideal candidate will possess the following skills and qualifications:

- Intimate understanding of traditional and emerging marketing channels.
- Excellent communication skills, both written and verbal.
- Ability to think creatively and generate innovative marketing ideas.
- Proficiency in budget management and resource allocation.
- Professional judgment and discretion developed through field experience.
- Strong analytical skills for trend identification and strategic forecasting.
- Familiarity with the latest trends, technologies, and methodologies in graphic design, web design, and production.

#### Requirements:

- Experience in marketing, advertising, or a related role.
- Proficiency in marketing software and tools.
- Strong organisational and project management skills.
- Ability to thrive in a fast-paced, collaborative environment.

#### How to Apply:

If you are a motivated individual with a passion for marketing and a desire to contribute to a dynamic team, we invite you to submit your resume and cover letter to [jade@thesocialplanner.co.uk](mailto:jade@thesocialplanner.co.uk). Please include "Marketing Assistant Application" in the subject line. We look forward to reviewing your application.

The Social Planner is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.