

Job Title: **Group Marketing Assistant**

Reports to: **Group Marketing Manager**

Direct Reports/Indirect Reports: **N/A**

Who Are We?

Fullwood Packo Group design, manufacture and distribute state of the art milking equipment worldwide and for over 85 years have been recognised as being at the forefront of milking technology.

Job Summary

An opportunity has arisen for a Marketing Assistant to join a growing company with a global customer base. Reporting into the Group Marketing Manager, you will be responsible for a wide range of tasks supporting the implementation of the marketing strategy and support of the global sales team and global network of distributors and dealers.

Key Duties

- Manage company brand management and ensure that it is adhered to globally
- Be responsible for branding (marketing literature, clothing, gifts)
- Be an active relationship builder and communicator with external agencies and teams
- Be a support to generate case studies (work with Subsidiary teams)
- Be a support when organising exhibitions, road shows and seminars globally
- Maintain our press release and photo library
- Support our Administrator with supplying content and developing corporate website including SEO strategy
- Source and manage the translation of marketing materials
- Support the digital content and campaign development
- Maintain our website and tracking
- Plan and execute the inbound and outbound marketing campaigns from brief to analysis
- Create mail shots to promote products and services
- Support the Group Marketing Manager with developing lead generation campaigns
- Be a support for our dealers and distributors
- Help create monthly marketing reports and KPI analysis
- Liaise with product, country and business managers to develop the marketing programmes for the territories
- Help drive internal communications

Key Skills

Essential

- Will have a degree in business, marketing or related subject with experience in marketing communications, with a good understanding of marketing strategy.
- Proactive 'hands-on' approach with an industrious work ethic

- Experience in dealing with external suppliers and agencies
- Have an understanding of Microsoft Office and marketing communication technology
- Excellent standard of written and verbal English
- Motivated with the ability to organise and manage own workload
- Results driven with a passion for building relationships, developing market intelligence and meeting objectives
- Personable with excellent communication skill and a confident manner
- Time management skills

Desirable

- Previous experience within a similar marketing role in a B2B environment
- Experience of managing both digital and online collateral and campaigns
- Experience in dealing with a dealer/distributor network
- Have an understanding of design software e.g. InDesign, Illustrator, Photoshop and Mail Chimp

What We Offer

- A fulltime permanent position
- An exciting position in an interesting innovative area with a growing, international company.
- The possibility to develop yourself in an organisation with a flat structure and entrepreneurial attitude.
- 37.5 weekly flexible working hours
- Competitive salary plus other benefits.
- 25 days + bank holidays
- Contributory pension scheme

Applications

Via Indeed or via our website

For more information about Fullwood Packo Group please take a look at our website www.fullwoodpacko.com.