

Job Title: Online Marketing Assistant (12 Month work Placement)

Responsible to: Search Manager

Division

The Marketing team has an exciting new role for an Online Marketing assistant for a student wishing to undertake a placement year as part of their degree or as a graduate opportunity. You will report into the Search Manager, and sit within the Marketing team.

Job Role:

Your primary role will be to assist the Search Manager in the day to day running, implementation and reporting of multi-channel marketing campaigns across multiple channels including, but not limited to PPC, SEO and targeted display

Key Duties:

- Report weekly on channel performance using both internal and 3rd party tools.
- Be responsible for the briefing and maintenance of creative assets.
- Be responsible for liaising with internal trading and marketing teams to ensure all key messaging, promotions and offers are communicated to external agencies.
- Complete management of invoicing.
- Updating meta titles and descriptions in line with the key trading activity.
- Liaise with bloggers through our SEO outreach programme.
- Support the communication and launch of products and initiatives including the production and communication of key marketing tools both offline and online.
- Undertake ad hoc tasks to support the online marketing team.

Requirements:

- The candidate would ideally be in their third year of a four year degree programme, preferably in a marketing or related discipline or will have recently graduated
- Microsoft Office (Proficiency in Excel is essential)
- An understanding of a competitive commercial environment (desired)
- Previous experience in a marketing role (desired)

Skills:

- Excellent organisational and administrative skills with an eye for detail
- Strong communicator, in written and verbal communication
- Numerate with an ability to interpret data
- Commercial focus and sales oriented
- Ability to work under pressure and to deadlines, prioritise and co-ordinate tasks.

The ideal candidate would be:

Driven, enthusiastic with a mature, 'can-do' attitude and an ability to work to deadlines in a fast paced environment