



Job Description

Job Title:	Marketing Assistant	Direct Reports:	Yes
Team:	Marketing	Budget Responsibility	None
Reports to:	Marketing Director	Location:	EICA, Ratho

Job Purpose

To increase entries, sales and awareness across all GSi Brands.

Key Responsibilities

The role centres on helping to implement the marketing strategy for GSi Events and to ensure each separate event's presence on all digital channels, is relative to the marketing activity. Working across several brands, you will be involved in a wide range of activities supporting all digital marketing across the organisation, as well as some elements of offline marketing.

The marketing coordinator will work collaboratively in a small team to effectively develop and integrate brand activity across digital platforms. You will be able to think creatively and strategically about new and innovative ways to use technology. You will know what makes online content engaging and are excited by the possibilities presented by social media for building new audiences. You will develop a solid understanding of our in-house entry and ecommerce system, and understand the importance of e-newsletters and communicating effectively to customers. You will be an important member in a highly talented marketing team.

- To coordinate online and offline marketing campaigns across all events
- To work closely with partners and charities to build relationships with the view to increase brand awareness/increase entries/sales of products/services.
- To track, develop & implement marketing plans

- To execute & develop our e-marketing approach including targeted e-newsletters
- To write and develop copy for direct mails / emails / print and assist with proofing and editing
- To provide admin support for the department, updating databases, print stocks and other information resources
- Deal with customer enquiries
- To monitor and update the company's social media networks
- To seek out PR opportunities and write press releases
- To manage and develop online marketing strategies including the use of adwords, video ads, Facebook ads and other online sources.
- To update and manage websites across all events, including e-commerce
- Create, brief and discuss design jobs for design team
- Review/analyse campaign performance and customer statistics with a view to increasing entries
- Organising media and marketing pre, during and post events.
- Assist with brand development
- In-house admin system work

Person Specification

Marketing Coordinator

Factor	Essential	Desirable
Qualifications and Attainments:	Educated to Degree level	Business/marketing related degree Relevant Marketing Qualification
Knowledge and Experience:	Experience of marketing events Content Management experience Understanding of running market Experience of website work	Experience of using Google Drive Experience of using MailChimp Knowledge of Google Adwords Knowledge and some experience of Photo editing software
Competencies:	Good organisational and planning skills Flexibility and the willingness to adapt to a range of tasks Enthusiasm and a positive approach to work The ability to work to tight deadlines and under pressure An eye for detail and accuracy	Creative flair and enthusiasm for new ideas and concepts Think socially, creatively contributing to social marketing (Facebook, Twitter etc) Good communication skills with a solid grounding in general marketing The ability to work effectively as part of a small team and support the work of colleagues The ability to work well with external partners to build relationships
Additional Requirements:		Interest in running Interest in sport