

JOB DESCRIPTION

Marketing Assistant

Responsible to: Managing Director

Line management: Managing Director

Day to day management: Managing Director

Supervisory responsibility: none

Key Relationships:

External: customers, suppliers

Internal: all staff

MAIN PURPOSE OF THE JOB

To develop the brand of luxury, natural yarns and textiles, with primary focus on marketing yarns to wool shops and other outlets

Location Launceston, Cornwall.

Salary £6 per hour, 40 hours per week initially, to be reviewed
A cost of living review is carried out annually. Merit increases are awarded only where there has been a significant change to job responsibility, which is reflected in a new job description.

Working Hours full time, based on 40 hours a week on 5 days

Contract Permanent contract subject to probation

Full details of conditions of employment are set out in the employment contract, the main features of which are standard for all staff

Special conditions This role will involve occasional travel throughout the UK. Some work may be required at evenings or weekends.

The business has a no smoking policy

Holiday 30 days per annum including statutory holidays. This equates to 2.50 days per month, pro rata for temporary or part time staff.

Equal Opportunities The business strives to be an Equal Opportunities employer and commitment to this process will be expected. The business intends to apply for the 'Investors in People' status.

KEY TASKS

The Marketing Assistant will be responsible for the following (primary focus in black, secondary in grey):

Market research: develop and implement market research, to include questionnaires, telephone research, desk research, web research and the use of consultants. Market research will be on a series of agreed markets, market segments and products and will include collecting data, collating and analysing it and preparing reports and recommendations

Market development: respond to enquiries, contact and/or secure appointments with potential customers where needed. Prepare briefs, presentations, samples, yarn and fabric swatches and packs, materials and proposals, send out and follow up by email, phone or with marketing visits. Undertake customer visits as required and follow up on new and existing customers

Sales support: customer development, marketing and sales support, liaison with customers, customer records, database and contact management, development of product, design and pricing strategy, including development of new channels and support/budgets to address them, make up and send out sample packs, point-of-sale material and follow-up to new and existing customers. Advise on and take orders, packing and fulfilment, invoicing, despatch and follow-up, work in mill shop as required

Advertising and promotion: prepare advertising and promotional campaigns, including researching suitable opportunities, cost-benefit analysis, implementation, monitoring and review and further proposals

Product development: support Managing Director and customers in new product development, custom product development, to include work on packaging and labelling design, ordering and implementing

Shows and events: work with Managing Director on annual programme of shows and events as required, including researching suitable events, budgets, materials, samples, displays, attending shows, setting up and clearing down, setting targeted results, review and follow-up

IT support: on IT marketing, with Managing Director, on image, website, social networks, marketing campaigns, integration of existing systems, systems development, etc.

General: support office administration as required

Training will be provided where needed.

PERSONAL & TEAM RESPONSIBILITIES

All staff are expected to undertake the following activities:

- To represent the business with key organisations
- To create and maintain links with customers, suppliers, etc.
- To develop the business image and capacity through good quality products, record keeping and communications
- To act as a catalyst (representing the business and its partners providing advice and advocacy, promotion of best practice, co-ordination etc.) around the adding value to British fibres
- To work closely with other staff in developing the business

In addition, for every member of staff:

- It is important that he/she is a good role model for staff and trainees and that he/she projects a positive image to local employers
- To be responsible for his/her own self-development on a continuous basis
- To carry out at all times, his/her responsibilities with due regard to the business' Equal Opportunities Policy
- To work at all times within the code of the Health and Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. The job description and your performance will be regularly reviewed with you.

Person specification

Relevant experience and qualifications in marketing and IT or ability and willingness to learn, health and safety awareness, general flexibility, high energy levels and enthusiasm, understanding of office systems, marketing, customer relationships. Good communications and IT capabilities. Interest in luxury, natural and ethical products, knitting and textiles. Full clean driving license and car.

Good communication and organisation skills as well as self-motivation and self-confidence are essential qualities to fulfil this role.

Date last reviewed:

Approved by manager:

Agreed with post holder:

Date personnel informed: