

My Job: Marketing Assistant



Supports the organisation and execution of a range of TP Marketing activities to ensure effective delivery against plans

WHAT I AM ACCOUNTABLE FOR:

1. Supporting the team with planning, production and delivery of marketing campaigns and content, including video, photography, email, website, social, print and digital
2. Working with the National Marketing Manager to schedule and deliver against Marketing requests from TP services in a timely and cost-efficient way
3. Setting up end-to-end email and social campaigns using our marketing platforms, ensuring the data, customer journey, creative and reporting is managed effectively
4. Using Hootsuite to engage our audience and build an ongoing rapport which meets our TP guidelines and TOV
5. Proactively identifying opportunities to engage with the people we support, and making recommendations for activity
6. Ensuring good utilisation of Design Point, helping manage the templates, requests and content available to users
7. Collaborating with internal comms to help promote the latest marketing activity and stories within the organisation
8. Conducting desk-based research to help inform our marketing strategies and plans
9. Supporting with general administration tasks on behalf of the Marketing team

HOW I OPERATE:

Values Led Leadership

1. I am customer orientated and always incorporate the people we support into my ideas
2. I am proactive, organised, and methodical, with great attention to detail
3. I am positive, agile, and resourceful and take a hands-on approach
4. I am collaborative and comfortable to work with a wide range of people across the business
5. I manage my time well and know how and when to escalate any perceived challenges or issues
6. I am confident to ask questions and like to learn
7. I enjoy working with data and analytics, and can use insight to identify opportunities to improve
8. I'm happy to get stuck in with the task ahead

WHAT I NEED:

Skills Knowledge

1. A working knowledge of digital marketing
2. Experience in managing social media channels, email marketing and website content
3. Confidence in copywriting and content creation, with experience in developing messages and formats across a range of channels and audiences
4. An ability to turn ideas into effective campaigns
5. High degree of competency using MS Office
6. A passion for supporting people with our range of services, including Mental Health, Learning Disabilities, and Drug and Alcohol Misuse.