



### **JOB DESCRIPTION**

<b>POST:</b>	Marketing Assistant
<b>POST HOLDER:</b>	Vacant
<b>REPORTS TO:</b>	CEO and Founder of BetaDen
<b>DIRECT REPORTS:</b>	
<b>LOCATION:</b>	Malvern Hills Science Park
<b>WORKING HOURS:</b>	<b>3 Days Part Time</b> – 22.5 hours per week
<b>MAIN PURPOSE:</b>	To support the social media and marketing operations of BetaDen – Worcestershire's First Technology Accelerator

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### **KEY DUTIES / RESPONSIBILITIES:**

1. Create social media marketing campaigns on Instagram, LinkedIn, Twitter and YouTube
2. Assist with the creation of email marketing campaigns, press releases and blogs
3. Assist with maintaining the website and all related SEO activities
4. Distribute website content and blog posts
5. Assist with creating presentations and reports
6. Assist with representing BetaDen at events
7. Organise, update and develop our e-shot contact database
8. Any other duties as directed by the PR and Communications Executive

### **GENERIC TASKS:**

1. To keep updated with all new literature and information and maintain a thorough knowledge of new procedures and quality processes.
2. To work closely with other team members to complement and support the organisation's delivery and development.
3. Any other duties as directed by the CEO and Founder of BetaDen.
4. To ensure that any management information is entered onto the organisations databases on a regular continual basis.
5. To adhere to and actively promote the organisations Equal Opportunities policy.
6. At all times to work within the organisations Health and Safety policy and ensure so far as is reasonable that safe working practices are established, maintained and followed.

## **PERSON SPECIFICATION:**

### **Skills and Attributes**

1. Very strong written and verbal communication skills
2. Excellent organisational skills
3. Excellent attention to detail
4. Working knowledge of the Internet, email, SEO and social media marketing
5. Good IT skills including confident use of Word and Excel
6. Good level of Maths
7. Confident when speaking on the telephone
8. Photoshop & other Adobe programs

### **Personal qualities**

1. Ability to work as a team and independently
2. Self-motivated and confident
3. Positive, friendly personality
4. Good time management skills
5. Creative thinker

### **Qualifications**

1. 5 GCSEs at grade A\*-C to include Maths and English and a minimum of 2 A Levels. (or equivalent)
  2. Degree Level qualification in marketing (or related subject) desired
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