



JOB DESCRIPTION

POST:	Digital Marketing Assistant (BetaDen)
POST HOLDER:	
REPORTS TO:	Marketing & Communications Manager
DIRECT REPORTS:	Marketing & Communications Manager (BetaDen)
GRADE:	£21,000 per annum
LOCATION:	Malvern Hills Science Park, Malvern
WORKING HOURS:	37 hours per week
CONTRACT TYPE:	Fixed Term Contract until 31 st March 2023
MAIN PURPOSE:	To support the social media and marketing operations of BetaDen – Worcestershire’s First Technology Accelerator

KEY DUTIES / RESPONSIBILITIES:

- To create social media marketing campaigns using Instagram, LinkedIn, Twitter and YouTube platforms
- To assist and develop with creating email marketing campaigns, press releases and blogs
- To assist with maintaining the company website and all related Search Engine Optimisation (SEO) activities
- To distribute website content and blog posts promoting BetaDen
- To be able to assist with creating presentations and reports required for a variety of resources
- To promote and represent Worcestershire LEP at events
- To be able to organise, update and develop the company e-shot contact database
- Any other duties as directed by the Marketing & Communications Manager
- To support the Marketing & Communications Manager
- To attend weekly team meetings

GENERIC TASKS:

1. To keep updated with new publications and information
2. To work closely with other team members to support the organisation’s delivery and development
3. To adhere to and actively promote the Chamber Equal Opportunities policy

4. At all times to work within the organisations Health and Safety policy and to ensure as far is reasonable that safe working practices are established, maintained and followed
5. To work within and assist in maintaining IIP principles for the organisation
6. Any other duties as directed by your Line Manager

PERSON SPECIFICATION

Skills and Attributes:

- Excellent written and verbal communication skills
- Excellent organisational skills
- Excellent attention to detail
- Working knowledge of the Internet, email, SEO and social media marketing
- Good IT skills including confident use of Word and Excel
- Good level of Maths
- Good working knowledge of CRM and data management systems
- Confident to communicate with all stakeholders
- Photoshop & other Adobe programs

Personal qualities:

- Ability to work as a team and independently
- Self-motivated and confident
- Positive, friendly personality
- Good time management skills
- Creative thinker

Qualifications required:

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

MOBILITY:

1. Ideally, a car owner with full driving licence.