

Job Title	Trainee Marketing Assistant
Purpose of Role	To support to the marketing team to deliver marketing objectives across digital and traditional communication channels in order to grow sales profitably and position the Elcometer brand as the 'go to place for the industry'.
Role Summary	The job holder will be expected to assist in the day to day administration of multi-channel, international marketing projects involving: literature production, off-the-page & digital advertising, content management, search engine optimisation, social media, PR, exhibitions, ecommerce and market research etc., in order to increase brand awareness, successfully launch new products, develop lead generation and increase market penetration to increase sales profitably.
Key Capabilities and Competencies	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Demonstrable grammar and proofreading skills • Demonstrable mathematical analysis skills • Computer literate • Strong organisational and problem solving skills • Demonstrable creative writing skills • Demonstrable art & design skills • Enthusiastic and adaptable team player who is always willing to help • Confident communicator who is not afraid to ask questions • Committed and resilient enough to finish projects • Inquisitive mind, with a capacity for understanding technical details
Experience & Qualifications	<p>Minimum of 104 points at A2 (Grades BCC) or an equivalent e.g. BTEC DMM with a bias towards English, Business Studies, Graphic Design.</p> <p>Participants will also require Maths, English Language and Science/Physics GCSE grade A*-C, or commit to undertaking functional skills during the programme. We will individually evaluate candidates who do not meet these requirements, but have workplace experience or have completed a Level 3 Apprenticeship programme.</p> <p>Demonstrable work ethic i.e. part-time job</p>
Accountabilities & Responsibilities	<ul style="list-style-type: none"> • Assist in the production of marketing collateral, such as web content, catalogues, product leaflets, videos, press releases and social media. • Support product management, to ensure all product technical information is kept up to date in all languages across printed and digital media. • Assist with the integration of new language translations into printed and digital media, including proofreading all material, to ensure it is 100% accurate before it is printed/published. • To assist with product photography and the management of the product image library to ensure all images are technically correct, good quality and current. • To design and place advertisements in multiple languages and size formats for industry off-the-page and digital publications. • To provide ad hoc support for exhibitions in terms of creative, posters and other printed material. • Assist in the production monthly reports encompassing website analytics, lead generation and keyword rankings across multiple languages. • To provide other support for marketing projects for major product, catalogues and website launches, ensuring a coordinated approach.

Measures of Success	
<p>Key Deliverables within the first 3, 6, 12 & 18 months:</p>	<p>Within 3 months the job holder must be able to:</p> <ul style="list-style-type: none"> • Use Adobe InDesign to edit marketing material accurately and create print and web ready PDF's, without direct supervision. • Create an accurate clipping path on an image in Adobe Photoshop without direct supervision and be able to generate print and web ready images. • Confidently use Microsoft Office programs, including Word, Excel, Outlook and PowerPoint to provide administrative support to the marketing team. • Gain a basic knowledge of the Elcometer product range and target markets in order to understand target audience needs/influences. <p>Within 6 months the job holder must be able to:</p> <ul style="list-style-type: none"> • Use Adobe Illustrator to create/adapt illustrations/diagrams for product content. • Use in house Website Content Management Systems to create/update product information accurately in multiple languages. • Use Magento Website Content Management Systems to create/update product information accurately in multiple languages. • Use Google Analytics and Microsoft Excel to provide website analysis and reporting. • Gain basic technical knowledge of the Elcometer product range in order to accurately identify and apply product updates/changes. <p>After 12 months the job holder must be able to:</p> <ul style="list-style-type: none"> • Complete basic search engine optimisation and social media research to recommend and complete marketing content updates in multiple languages. • Complete basic competitor/product research, providing analysis and reports. <p>Academic Study: The job holder is expected to successfully complete each year of study of the agreed academic course.</p>
<p>Performance Indicators</p>	<ul style="list-style-type: none"> • All quarterly personal objectives are complete to a high standard within agreed timescales. • Marketing collateral is developed and approved within given timescales. • Product technical change requests are updated correctly in printed and digital media within agreed timescales. • All research and analysis is completed accurately and in a timely manner.