

Marketing Assistant

Location: Farnborough

Salary: Competitive salary, bonus and benefits

Job Brief

We are looking for a Marketing Assistant to support the delivery of marketing plans from initiation to delivery, creating engaging content and ensuring successful delivery. The role will include developing and co-ordinating both digital and hard copy marketing deliverables that meet our business plans. This job is integral to supporting the communications, design and campaign delivery of the marketing team.

Main Responsibilities

- Assisting with the creation of commercial proposals and responses to tender
- Building pitch books and various presentation materials.
- Co-ordinating the referrals process for individuals based overseas who require financial advice.
- Assisting the marketing team in delivering communication plans.
- Delivering various marketing activities to support business critical projects and campaigns.
- Creating email newsletters and digital marketing campaigns.
- Co-ordinating and writing content for both hard copy and digital communications.
- Ensuring content and format of all digital marketing is in accordance with the organisation's brand guidelines and all relevant legislation.
- Supporting the Campaigns Manager in building, tracking and analysing campaigns.
- Helping to monitoring and report on activities and providing relevant management information.

Candidate Requirements

- A highly organised individual who has the ability to communicate with ease at all levels of the organisation
- A strong interest and awareness of financial services and marketing
- Willingness to learn new skills and built upon knowledge
- 5 GCSE or equivalent A*-C (or 4-9 under the new grading system)
- A good knowledge of Microsoft office (Excel, Word, Ppoint, outlook)
- Desirable (but not essential) to have knowledge of other design packages such as Adobe 'InDesign'
- Understanding of the key principles of effective marketing
- Ability to work across different routes to market and with different departments
- Desirable experience of hard copy and digital marketing communications, including website creation.
- Desirable experience of co-ordinating with in house design resource and/or external Creative Agencies, printers, mailing houses
- Desirable experience of copywriting and producing financial services communications materials
- Desirable experience of working in a Marketing team within financial services targeting marketing communications at individuals (as opposed to business)

Interview Process

- 1st Stage = Telephone interview
- 2nd Stage = Competency based interview

How to Apply

To apply for this role please click on the **Apply** button below.

APPLY NOW

Alternatively send a covering letter and a copy of your CV to **hr@origenfs.co.uk**