

## Role Description:

### Marketing Assistant

#### Reports to:

Marketing Associate

#### General Role:

Responsible to the Marketing Associate; the Marketing Assistant will support the marketing team in planning, implementing and monitoring marketing and communications across the marketing mix; finding new ways to engage with our internal and external audiences, and developing and promoting our brand.

#### Duties Include:

The Marketing Assistant will work with the marketing and comms team, focusing on creating and updating online and offline marketing content, whilst supporting us across the full mix. This will include drafting posts and content for our digital and social platforms, updating the website, supporting events and reporting against key metrics. You will:

- Research, create and edit content for different platforms such as social media, website, and press releases.
- Coordinate, schedule and post across all social pages and platforms.
- Monitor, track, and report back on engagement levels and follower growth.
- Support the development of digital marketing activities, including email, website and emarketing campaigns.
- Assist with the production of marketing materials and collateral including video and graphics using the company brand templates and standards.
- Help organize and coordinate marketing events such as conferences, webinars, and trade shows.
- Help create and maintain as current marketing documents including case studies and staff CVs.
- Support the marketing team as required to compile and present bids and reports using practice templates.
- Provide administrative and project support for a variety of marketing tasks when required.
- Support general marketing team admin and other activities as required.

#### Skills, Knowledge & Experience:

To include:-

- Qualified with relevant degree (or equivalent).
- Strong demonstrable communication and interpersonal skills.
- Understanding of marketing and communications including digital marketing and social platforms.
- Interest in storytelling, with good written English.
- Strong demonstrable graphics skills.
- Ability to work effectively as part of a team and / or as an individual.
- Proficient in Adobe Creative Suite and Microsoft Office preferable or training provided.
- Creative, with an enthusiasm for design and architecture.
- A self starter, able to contribute and take responsibility for tasks and campaigns in a busy team.
- Confident in liaising with people at all levels in the business to gather and tell stories.

**Studio Standards and Policies:**

- To assist in the management of our digital asset database encouraging other's to do so and contributing to its ongoing evolution.
- To assist in the maintenance of our email database in line with GDPR and Buttress' policies.
- To assist in the operation of the Integrated Management System, encouraging others to do so and contribute to its ongoing evolution.

**Other Duties:**

From time to time the company may make reasonable requests for you to undertake duties not necessarily covered in the above.