

Sales and marketing assistant

This role is a fantastic and exciting opportunity to join a leading digital marketing agency and learn the industry from the ground up.

Pauley Creative is a UK leading digital marketing agency for the construction industry.

The role's primary function is to work alongside highly skilled digital marketing specialists in a variety of disciplines, supporting them to fulfil their own job functions, helping the agency deliver for its clients and to help achieve our growth plans.

You'll be hands on, supporting the team to deliver market leading campaigns and activity for clients as well as supporting the sales and marketing function of Pauley Creative. You'll learn how things are done right and be exposed to all aspects of digital from website production, seo, content, pr, customer research, ppc, email and the over arching strategy.

This is a huge opportunity that will suit a graduate of a digital marketing degree that is hoping to take the first step in making a career for themselves in the marketing sector.

Due to the broad exposure, the role will allow the successful candidate to explore all aspects of agency life with a view to progressing in a particular discipline that suits their skills longer term. Progression and expert training will be provided to allow the individual to 'find themselves' a career in the marketing space.

You must be self motivated, driven, have an attention to detail and be willing to be hands on, in order to succeed and progress.

Pre-requisites

Marketing degree at 2:1 or above

Strong social media skills

Microsoft Office fluent

Excellent telephone manner

Nice to haves

Any hands on experience of wordpress, salesforce, mailchimp or equivalent mail software, hootsuite, photoshop, indesign

For our clients

- Writing reports for client diagnostics stage
- Creating customer surveys and internal company surveys
- Background research for client presentations –competitors, current marketing activities
- Uploading content onto new client websites
- SEO work
- Proof reading, editing and updating website content
- Managing and running client social accounts
- Booking and managing press releases
- Image sourcing
- Taking meeting notes and ensuring contact reports are complete and accurate
- Managing print work

Pauley Creative Sales & Marketing

- Own internal marketing function
- Managing our prospect and customer database – sign ups, downloads, webinar/event/seminar bookings
- Email marketing – setting up, sending campaigns and creating monthly monitoring reports
- Keeping up to date on industry news & trends, researching topics to write about or share on PC social media accounts.
- Creating briefs and briefing the designers & developers on any PC marketing work (infographics, case study boards, banners)
- Managing and updating website content – creating and editing landing pages for events, ebooks etc.

- Running social media accounts – scheduling and sharing our links and images on all platforms, replying to comments and questions, sharing other people’s content, creating discussion.
- Content development – ebooks, blog posts, MDis, guest blog interview questions, case studies
- Event organisation – be fully involved in sourcing venue, managing budgets, pulling agendas and programmes together, managing invitations and correspondence and being hands on in all aspects of running the day
- Client social media training – producing useful checklists, glossaries, how to guides
- MDI TV and presenting at MDI seminars/workshops/webinars
- Network with industry peers and prospects online to build up agency profile, occasionally attend industry events.
- Marketing meetings – creating agenda, taking minutes

General Administration

- Organising the Monday morning meeting, taking notes and creating a priority action list.
- Telephone answering, message taking and customer service.
- Creating Quotes and sending them on to the right person to forward on to clients.
- Organising the office diary.
- Organising the company mailing database and mail out schedule.
- Inputting all client data onto Salesforce – become the Salesforce Champion.
- Keeping the building stocked with consumables
- Organising ordering of lunches for when clients are in.