



**BARNWELL**  
THE SEAL OF APPROVAL

## Marketing Assistant / Executive / Coordinator

**Location: M Barnwell Services HQ - Birmingham (Smethwick)**

This is a fantastic opportunity for a Marketing Assistant looking for a new challenge. It would also suit a Marketing or Business graduate with a marketing placement year or internship in a varied role. This is a very hands on and full mixed marketing role to increase brand awareness and lead generation both on and offline.

### **The Role (Duties and Responsibilities):**

Reporting to the Marketing Manager you will support in the development of processes to improve, streamline and simplify how we plan and execute all marketing activity. This will be by proactively searching out opportunities for improvement, becoming a champion for process, driving efficiencies through regular and timely communication and ensuring that Regional Managers are informed and engaged.

As a Marketer you must be highly creative, your duties will include but not limited to:

- ❖ Delivering day-to-day projects, including tactical activity and ownership of smaller scale campaigns
- ❖ Copywriting for online and printed materials
- ❖ Design, implement and manage the companies' digital and print based marketing material such as Flyers, Brochures, Direct Mail etc. using Adobe Software (Illustrator, Photoshop, InDesign etc)
- ❖ Email marketing
- ❖ Maintaining web content & SEO / PPC reviewing
- ❖ Social Media, PR and News Blogging
- ❖ Overseeing website directories
- ❖ Help develop existing marketing strategies based on future plans for the company and establish key areas for business growth through all ranges of marketing techniques
- ❖ Proof reading
- ❖ Supporting individual branch requests - e.g. ad hoc content, bespoke letters etc

### **Essential skills and experience:**

- ❖ One year's marketing experience or some mixed marketing experience is essential, could be a placement year, internship or post university
- ❖ Extremely organised, methodical and showing a real attention to detail
- ❖ Happy content writing and strong proof reading skills
- ❖ Ability to prioritise workload and manage multiple projects
- ❖ Excellent communication skills - written / spoken / presenting
- ❖ Microsoft Office proficiency - Word / Excel / Publisher / Powerpoint
- ❖ Knowledge and understanding of SEO and Google Adwords
- ❖ Able to respond well to pressure
- ❖ Show drive and initiative for continual improvement
- ❖ Work well in a team and with a range of people, developing strong working relationships
- ❖ Persuasive and diplomatic



### Preferred skills and experience:

- ❖ B2B Marketing
- ❖ Experience of Fluid Sealing Industry
- ❖ Experience of using the full Adobe software
- ❖ Artwork production
- ❖ Clean driving licence

### Package:

This is a great role to really hone your skills under the guidance of a strong Generalist Marketing Manager. You will be provided with the opportunity to join a successful and well-established company, with relevant training provided.

- ❖ Salary: £18,000 - £23,000 PA + Bonus + Pension
- ❖ Holiday: 20 days + bank holidays
- ❖ Hours: 9am to 5.30pm (37.5 hours per week)
- ❖ Lunch: One hour
- ❖ Parking: Free employee parking

If you have gained the relevant experience and are looking to develop your marketing career, then please apply