

## Job Description

### Marketing Assistant

#### Who are we?

Broadway is an award-winning Internet Service provider (ISP) using the latest fibre and wireless technology to deliver outstanding broadband connectivity across the UK.

Entering a period of rapid growth, we now need a marketing assistant to help deliver outstanding communications to capture the hearts and minds of our new and existing customers.

#### You are

A passionate marketer who is deeply creative but also loves jumping into the numbers, gets a buzz from masterminding creative concepts to test and optimise digital channels? A reliable self-starter (happy to work from home due to COVID) who is up for the challenge of growing our business?

We are looking for an organised individual who is ready to sink their teeth into delivering our creative strategy, with a passion for analytics. Someone who is bursting to the brim with ideas and can thrive in a fast-paced environment. The must-haves? A can-do attitude, curiosity & willingness to learn!

#### What You'll Be Doing

Reporting to the Marketing Manager responsibilities will include:

##### **Analytics and reporting:**

- Analysing marketing performance on a weekly, monthly, and ad hoc basis to ensure performance metrics are being achieved, feeding back any findings and implementing
- Input weekly performance metrics & spends into KPI documents
- Assist in the creation of reports, which are presented back to the marketing team & circulated to wider business

##### **Coordination, creative briefing & planning:**

- Briefing & management of the production of all ad creative from initial planning through to deployment, using data to inform creative decisions.
- Manage the production of marketing literature and online assets.
- Constantly testing and reviewing, suggesting opportunities to test, learn and improve
- Work closely with our digital & offline agencies to get ads live, managing daily and weekly tasks to make sure deadlines are met

## **Channel management**

- Implementing our marketing strategy,
- Help exploring new & used opportunities, including video for online use
- Understand competitor activity as well as wider market trends through tools such as Google Trends
- Constantly be reviewing onsite & off-site performance
- Management of the website, backlog, suggesting specific optimizations e.g., bespoke promotions and landing pages, SEO content, website 'merchandising' and home page management

## **Must Haves**

- 2+ years of marketing experience, ideally with a significant part of this being digital marketing
- Ideally degree qualified within a marketing related discipline, relevant experience more important than qualification
- CIM / IDM qualifications desirable
- Experience with Excel, Word & Power Point
- A genuine love for the brand & understanding of our mission of connecting communities
- Highly analytical person
- Passion for marketing, digital marketing

## **Basic Benefits**

- Competitive Salary £20-£25K
- 25 days annual leave (plus bank holidays)
- Pension Scheme (up to 5% company contribution)
- Staff recognition bonus scheme
- Optional Company healthcare scheme
- Flexibility both the working hours and working from home, core hours expected