



OUR COLCHESTER

A BID to make new history

Job title
Marketing Assistant
Site Name and Location
Our Colchester Business Improvement District (BID)
Working Hours
25 hours per week - Fixed Term Contract
Salary
£10.42 per hour
Purpose of the Role
<p>This entry level role of Marketing Assistant is to primarily support and work closely with the Marketing Executive in Colchester Business Improvement District (BID). Based in the City Centre, you will work on the creation, scheduling and implementation of exciting, rich and relevant social media and website content across our two brands.</p> <p>CV's and a covering letter should be sent to place.recruitment@savillspm.co.uk and the closing date for applications is 13th September 2023.</p> <p>Although working with Colchester BID, this role will be an employee of Savills Management Resources.</p>
Key Responsibilities
<ul style="list-style-type: none">• Managing social media pages via management tools such as Hootesuite.• Managing content plans and schedules, proof reading, editing and posting; Content creation includes photography, newsletters, blogs, PR drafts, uploading events onto our website.• Website management; including auditing, admin & updating.• Growing social media audience across numerous platforms.• Business engagement to collect/collate information to share across our platforms.• Support in maximising income through our B2C website.• Engaging with audiences on social media, choosing who to follow, which conversations to join.• Ensuring tone of voice and brand guidelines are adhered to at all times.• Review social and website content and feed your ideas and observations into our reporting.• Undertake regular detailed competitor analysis.• Internal stakeholder liaison and engagement.
Skills, Knowledge and Experience
Essential
<ul style="list-style-type: none">• To have a keen interest in social media, to be familiar with and regularly using multiple platforms: Twitter, Facebook, Instagram and LinkedIn in particular.• To have strong copywriting skills.• To have strong communication skills.• To be very organised and able to work to deadlines.
Desirable
<ul style="list-style-type: none">• To be familiar with Google Analytics.• To be or have studied Marketing at University.• To have studied Business and a Marketing course at College.• To have undertaken previous work experience that involved marketing.