



JOB DESCRIPTION

Job Title: **MARKETING ASSISTANT**

Purpose: The Marketing Assistant will support the Company with day to day marketing support helping to ensure that overall marketing objectives are fulfilled.

Scope: Reporting into the Head of UK Marketing, the position will have responsibility for key areas of the department, with a preliminary focus on data administration and management, content marketing, product marketing and day to day maintenance of digital and print marketing.

The role will ensure all administrative duties are carried out accurately and provide a complete back up to the Marketing Executive. This is a diverse role, which covers all aspects of the marketing mix

Please note that this job description is intended only to act as a guide to the requirements of this role and is not an exhaustive list. As such all job descriptions are non-contractual and may be subject to review and amendment. The Company and management reserve the right to require you to undertake reasonable duties and tasks which are not detailed below.

KEY RESPONSIBILITIES

1. Promotion policy

- To maintain and develop the corporate identity of Walker Filtration Ltd and its associated divisions through both internal and external communications and brand image.
- Collating and writing promotional material as required.
- Working together with graphic designers, outside agencies, printers and photographers on projects, day to day promotional and corporate communications and concepts.

2. Product policy – Brand Management



- Involvement with new product launches to help ensure that marketing aims are implemented to scope, time and budget. To take the same approach to product modifications, for particular marketing and customer requirements.
- To provide support for marketing actions implemented during the Product & Process Introduction (PPI), including promotional literature, website content, promotional activity, branding and product instruction manuals.

3. Distribution policy and Business Development

- To gain an understanding of Walker Filtration's main markets and distribution policies to ensure that marketing actions are appropriate to varied channels.
- Customer Relationship Management (CRM) database administration and monitoring to ensure customer data is accurate and up-to-date.
- Research into potential markets for both new and existing products and report conclusions and recommendations.

4. Pricing policy

- To support with pricing analysis for varied markets. This may include analytical reports and presentation of findings.
- Conduct regular competitive pricing and monitoring.

5. Marketing support

- To manage printing of all artwork for product support material (e.g. product instructions manuals) and ensure the content remains up to date and available through company wide intranet for both the Quality, Technical and Purchasing Departments.
- To effectively co-ordinate all market information, its storage and retrieval.
- To regularly update the marketing filing system.
- To maintain departmental documentation including meeting agendas and minutes, as well as standard operating procedures.
- To develop the support relationship with overseas divisions by regular communication.

6. Other tasks

- Cover during holiday periods or sickness absence.
- Any other special tasks, assignments or projects as requested by the UK Head of Marketing.



PERSON SPECIFICATION – Marketing Assistant

The competencies listed are appropriate to the Marketing Assistant and are an illustration of the qualities that the Company requires.

Professional Requirements

- Marketing or Business Degree (or demonstrable experience in marketing role).
- Experience within a commercial Marketing team would be beneficial.
- Interested in the broad aspects and all levels of marketing.
- High level of computer literacy, ideally including Excel and Adobe Creative Suite.

Personal Competencies

- Self-motivated, with drive and enthusiasm for completing projects to time and within budget.
- Enjoy working both individually and as part of a team.
- High attention to detail and accuracy of findings.
- Strong administrative and organisational skills.
- The ability to handle several projects and responsibilities at one time.
- Excellent communication and copywriting skills.
- Capable of working through challenges using own initiative and seeking support where necessary.
- Ability to communicate effectively one-on-one and work well under pressure.
- Demonstrable or experience of working with technical products or a manufacturing environment would be beneficial but is not essential.
- Drive to learn and develop within marketing role and company.