

## Marketing Assistant

Essentially your role will be to support the work of the other members of the marketing department getting involved in your company marketing campaigns ensuring that everything runs as smoothly as possible. This will give you the opportunity to learn all about how marketing fits into the company and also how vitally important it is.

Every role will vary but you can probably expect to be doing all of the following:

- Liaising with other departments and coordinating marketing efforts
- Assisting the rest of the marketing team to achieve their targets
- Arranging and organising promotional events
- Working closely with both suppliers and customers
- Generating reports and writing marketing content
- Analysing data
- Updating web and social media information

To be successful you'll need to be a confident and outgoing person who is able to both work independently as well as part of team. You should have a good understanding of social and traditional media and be an expert in the use of it. You should definitely have excellent written and verbal skills.

Marketing Assistants are office based working the usual Monday to Friday 9 to 5, but you can also expect time out and about meeting suppliers and customers as well as attending events such as exhibitions, so there is an element of unsocial hours which may include a fair bit of travelling depending on where the company's products are sold.

At entry level you can expect a salary of around £20,000 - £25,000 but this should rise quite nicely as you gain more experience and the resulting promotion in position.

As a general rule of thumb you will require a degree in marketing, or at least one that contains a heavy element of marketing such as a business degree. However, there are other routes in such as having qualifications from The Chartered Institute of Marketing, including The Introductory or Professional Certificate in Marketing or the Professional Diploma in Marketing. These could also be an addition to a degree and studied on a distance basis.

