



Bova Specials UK LTD
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Title: Digital Marketing Assistant

Salary: £25-30,000k

Apply to: sarah@bova.co.uk

Location: Work from home, but able to easily get to London office

Operational Relationships:

Accountable to the Marketing Manager

We are looking for an enthusiastic, energetic, Digital Marketing Assistant to join the Marketing team at Bova UK. This role will mainly focus on digital marketing activities for the company, as well as supporting the Marketing Manager on other projects such as general day-to-day marketing activities and events planning.

Main Duties & Responsibilities

This Digital Marketing Assistant role requires a basic understanding of all marketing disciplines, with strong enthusiasm for social media, email campaigns, and website content and aesthetics.

The role will work closely with the Marketing Manager performing assistant duties as well as taking on digital campaigns.

Core Responsibilities

Marketing

- Work with the Marketing Manager to drive and implement various internal and external marketing projects in support of business and marketing objectives.
- Prepare and conduct surveys/questionnaires to gather feedback
- Research on latest trends and keywords
- Performing administrative tasks such as updating databases and spreadsheets
- Conducting market research and developing effective marketing strategies
- Creating engaging and SEO-friendly content for the company's website, social media pages, and press releases
- Help organize marketing events such as conferences, webinars, podcasts, and trade shows
- Work with the Marketing Manager to write and edit content for different platforms such as social media, websites, and e-campaigns.
- Provide administrative and project support for a variety of marketing programs.
- Maintaining the company's all social media accounts (Linked In/ Facebook)
- Attending marketing events and training sessions
- Analysing and tracking online marketing metrics
- Develop and maintain CRM system and other support software for the sales team

Stakeholder Management

- Develop mutually beneficial, long-term partnerships with our customers based on high-quality customer care;
- Implement bespoke customer solutions utilising your initiative and assistance from management and marketing;
- Initiate and maintain regular contact and professional relationships with head office personal
- Initiate and promptly respond to daily communication with your line manager;
- Contribute to upholding the company's positive internal culture

Personal Skills & Attributes

- Goal-orientated, confidently competent, and a high-achiever;
- Strong, open communication (especially with your line manager);

- Negotiation techniques and the ability to learn new skills;
- Ability to follow instructions (verbally or through SOPs);
- Proven ability to think on behalf of the business;
- Builds successful and effective relationships;
- Ability to handle critical information;
- Ability to plan and schedule ahead of time;
- Ability to work autonomously and within a team;
- Strong computer skills especially using Excel, PowerPoint, and digital knowledge
- Knowledge of email marketing software like MailChimp, HubSpot and ActiveCampaign
- Knowledge of InDesign/Illustrator
- Understanding of SEO tools like Google Analytics, Webmasters, and others
- Ability to edit podcasts/webinars
- Ability to handle multiple tasks at one time.
- Ability to work effectively with different personalities and the ability to adapt quickly to changing situations.
- Strong end-to-end project management, planning, and organisational skills.
- Assertive, motivated, energetic, and self-directed personality.
- Must demonstrate an understanding of the importance of time management, following instructions, and organisational skills.
- Must be able to work on a multi-departmental level within the organisation to accomplish the overall business goals.
- Respond to correspondence (phone, email, mail, or other) in a timely and efficient manner.
- Other reasonable duties as assigned by senior management on an ad hoc basis.

This job description gives a general outline of the duties of the post and is not intended to be an inflexible or finite list. It may therefore be varied so that changing needs of the service can be met, in consultation with the post holder.

Qualifications

To discharge these duties successfully the applicant must be able to perform the roles outlined below to a satisfactory level and have obtained the necessary qualifications:

- Degree qualified in Business or Digital Marketing
- Previous experience in Digital Marketing
- Ideal, but not essential, knowledge of the veterinary industry
- Strong computer skills
- Analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.

Location

- Location: Work from home, but able to easily get to London regularly for meetings.
- Some congress/event attendance across the UK