

# Marketing Assistant



GoGetters

Team:

Marketing

Hours:

Full time, 37.5 hours/week

Location:

HQ – Harlow, Essex

Direct Reports:

No direct reports

Handy Super Power:

Spotting the next big thing

Skill Level



Experience



Enthusiasm



## What to expect in Marketing

We do things differently at GoGetters. That's why Marketing is our 'X factor', our secret sauce, distilling the very essence of what makes GoGetters so unique into our service proposition and conveying all that we're about, what we offer and what we stand for to our customers and the wider market. The team have a reputation for creativity and being at the forefront of content and medium trends. Whether it's proposition development or campaign execution, we can always rely on our Marketing team to conjure up something a little out of the ordinary.

## What you'll bring...

You'll bring a creative spark and personality to the role, making it your own. With your detailed understanding of digital channels; email, in-app push, SMS and social media, supplemented by an understanding of physical marketing channels you will be well placed to execute our Marketing & Communications Plans brilliantly.

## Why this job matters...

How we represent ourselves out into the market is critical to our success. This role is instrumental in developing and maintaining the relationship GoGetters has with consumers and partners. Driving a positive market profile that sets us apart from the mainstream providers.

## What you'll be doing – your key accountabilities

- Write and edit copy for outbound comms across digital and print channels
- Social Media Experience (Instagram, TikTok etc)
- # → Input into marketing and communications plans
- Reporting on Marketing activities and KPIs
- Input into campaign and proposition design
- Briefing third party agencies and suppliers
- Basic graphic creation for digital channels
- Video editing

*This is a rare opportunity for someone with marketing communications experience and a burning ambition to develop their skillset and career. You'll be joining a dynamic team within a high profile local brand that is going places. Fancy hopping aboard?*

## Skills & experience required for the role

- Social media marketing experience
- Proven record of planning and executing multi-channel communication strategies
- A talented copywriter experienced in writing and editing engaging copy, long and short for digital communications channels
- Strong verbal and interpersonal skills
- Video editing experience a bonus
- Ability to thrive in a fast-paced environment
- Highly organised with a natural inclination for team work and collaboration
- Plate spinner – the ability to multi-task
- Can conform to shifting priorities, demands and timelines
- Fast learner – an ability to quickly familiarise yourself with new processes and systems



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