



Job Title: Website Marketing Assistant

Attributes	Essential	Desirable
Knowledge	<p>Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products.</p> <p>Knowledge of SEO principles and associated website best practice</p> <p>Knowledge of using CMS software to update digital systems.</p> <p>Knowledge of using Mailchimp.</p>	<p>Knowledge of current marketing practices and how they should be used.</p> <p>Knowledge of using Photoshop or Canva.</p> <p>Knowledge of using Hootsuite.</p>
Skills	<p>Excellent communication skills (both verbal and written) at all levels.</p> <p>Strong organisational skills with attention to detail.</p> <p>Ability to prioritise workload, exercise judgment, and meet set deadlines</p>	<p>Ability to work proactively without supervision, exercising judgement and initiative as necessary.</p>
Experience	<p>Experience of managing a diverse workload.</p> <p>Experience in working in a team and independently.</p> <p>Experience of website content development</p>	<p>Experience of working in a marketing role.</p> <p>Experience of creating and delivering marketing campaigns and collateral.</p> <p>Experience of creating digital content.</p> <p>Experience of managing social media platforms.</p> <p>Experience in creating and sending marketing emails.</p>
Qualifications		<p>Marketing degree or equivalent.</p>

