

CAREER SPOTLIGHT

Marketing Assistant

Helps promote products, services and brands through marketing campaigns, content creation and promotional activities.



WHAT YOU'LL DO

- Support marketing campaigns
- Create engaging content
- Organise events and launches
- Monitor campaign performance
- Maintain brand consistency



THE IMPACT

You'll help connect great products with customers, build brand awareness and support business growth.

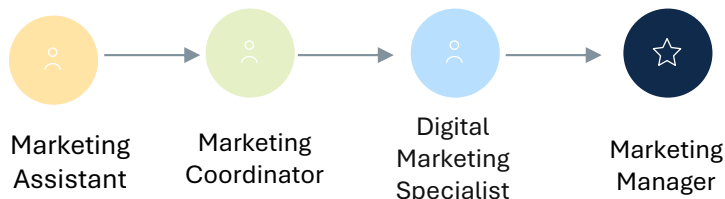


SKILLS & QUALITIES

- ✓ Creativity and innovation
- ✓ Communication skills
- ✓ Organisation and planning
- ✓ Digital and social media skills
- ✓ Customer insight and analysis



CAREER PATH



TYPE OF ROLE



- Marketing
- Brand Management
- Digital Marketing
- Consumer Insights
- Communications

WHERE YOU'LL WORK



- Usually work in an office environment, with opportunities to support events, product launches and promotional activities.

QUALIFICATIONS



- Apprenticeships/ qualifications in marketing, business, communications or digital media.
- Other Useful subjects: Business Studies, English, Media Studies, IT/Computing and Art & Design.

WHO YOU'LL WORK WITH



- Marketing teams
- Brand teams
- Customers and consumers
- External suppliers
- Colleagues across the business



ALSO KNOWN AS

- Digital Marketing Assistant
- Communications Assistant
- Brand Assistant
- Social Media Coordinator
- Promotions Coordinator

BEST BIT



Bringing creative ideas to life.