



Job Description

Job Title:	Marketing Assistant		
Department:	Central		
Reports to:	Marketing Executive		
Hours / Days:	Monday – Friday	9.00 a.m. - 5.30 p.m.	37.5 hours per week
Job Summary:	Responsible for assisting the Marketing Executive in the delivery of appropriate and effective marketing and communications to facilitate the implementation of Fram Farmers annual business plans and Strategic objectives to members and other internal and external stakeholders.		

Key Responsibilities & Duties

1. On-line Marketing

- Ensure information on website is managed effectively and updated accurately and regularly.
- Use of social media to promote FF / Framtrade brand awareness.
- Produce video content for email communications.
- Collate platform analytics including websites and social media.

2. Design

- Create and design marketing material including flyers, posters, brochures, adverts and exhibition material as required.
- Design and collate articles for Social Media.
- Liaise with Suppliers and associated companies regarding advertising opportunities across all media and events.
- Create surveys using Survey Monkey or other means.

3. Member Communication

- Create and produce targeted communications to new and existing members.
- Create and distribute weekly newsletters for distribution to all members.
- Pro-actively communicate and promote the advantages of FF membership using a variety of marketing tools.

4. Website & Member Database

- Ensure content is up to date on all websites.
- Collect content and coordinate entries for the newsletters, departmental communications and specialist reports.
- Analyse web statistics when required.

5. Internal Comms/Events

- Ensure staff contacts sheet is kept up to date and all leavers / joiners are communicated to the membership as and when required.
- Member of Staff Social Committee.

- Assist with staff social events.

6. Event support

- Assist in the organisation of all external events in line with the FF events process to ensure all event objectives are met including pre and post event meetings.
- Produce diary of events and circulate on a monthly basis.
- Design and create invitations
- Provide administrative support to the Marketing Executive in particular collating responses, book accommodation, produce name badges, event registration, support on the day of event if required.
- Maintain members list for regional council meetings.
- Assist in the production of event promotional / marketing material.

7. General

- Liaise with work colleagues as required.
- Ensure team cover at all times.
- Maintain a professional attitude and promote the group wherever possible.
- Participate in internal / external meetings as requested.
- Engage in culture of continuous improvement.
- Identify and meet personal job-related training and development as required.
- Undertake telephone liaison with relevant contacts.
- Raise profile of group by attending functions outside of normal working hours.
- Assist with general and specific business support as required.
- Maintain an awareness of the FF Quality System and report any suspicious / suspected breaches of security to the Quality Assurance Co-Ordinator.
- Be aware and always comply with GDPR and other internal policies

Job Specification

Easily commutable to Framlingham

Experience: Good understanding of digital marketing
 Good design skills particularly using adobe creative cloud package
 Good telephone manner/Communication skills
 Strong Microsoft Office / General Computer Skills
 Strong administrative experience requiring high attention to detail
 Working within a high pressure environment and tight deadlines

Personality: Creative Mind
 A resourceful team player
 Self-assured and motivated
 Adaptable and flexible in approach
 Upbeat manner with a “can-do” attitude
 Ability to learn and assimilate new information quickly
 Ability to multi-task

Salary / Benefits: £18K (also Apprenticeship opportunity)
 5% non-contributory pension
 22 days holiday plus bank holidays
 Private Health Insurance
 Death in Service Benefit
 Fram Farmers Membership