



Full Time Digital Marketing Assistant – Liss and Winchester with some home working

Start Date: January/February 2022

Contract: Full Time FTC for 1 year with potential to be extended or become permanent. Based in Winchester/Liss with some work remotely and travel to our other centres.

Pay: up to £25,000pa depending on experience

The Role

The position is initially a 1 year FTC to cover MAT leave for the current Digital Marketing Assistant with potential to be extended, become permanent or become a job share opportunity.

We are looking for a dynamic and organised creative marketer to provide digital and administrative support to our current marketing operation. You will work closely with the Marketing lead to develop new and existing marketing materials (print and digital) and marketing strategies. The position is hands-on and involves working on multiple internal and external projects at one time.

Responsibilities

- To follow and evolve the marketing and social media plan set by the current Digital Marketing Assistant
- Update and maintain the website
- Schedule social media posts (Instagram, YouTube, Twitter, Facebook and LinkedIn)
- Manage social notifications/inboxes and engage with individuals when appropriate
- Design and develop marketing materials (print and digital)
- Undergo competitor research and monitor their monthly marketing activities
- Research suitable “yearly dates”, update the marketing calendar and design appropriate marketing material
- Work alongside and communicate with internal and external stakeholders on a variety of projects at one time
- Publish news articles and press releases on to the website on a biweekly basis and incorporate into Social Media
- Report to the Marketing lead on a weekly basis on the status of task achievements

Key Skills Required

Hootsuite

Social Media: YouTube, Instagram, Twitter, Facebook and LinkedIn
Adobe Indesign
Adobe Photoshop
Canva
Prezi (preferable but not essential, training is available)
Website
Mailchimp
SEO
CRM / CMS

You will work with the existing marketing lead to develop Hobbs' marketing strategy both internally and externally.

The successful candidate should:

- Have a degree in marketing/digital marketing or relevant working experience
- Have experience working in a creative digital marketing role
- Have the ability to work towards and meet deadlines
- Demonstrate excellent organisational, IT and administration skills
- Be confident with MS Office, Excel, PowerPoint, Gmail, Google Maps, Google Sheets
- Be able to use software such as Adobe and Canva to design engaging marketing material
- Be able to prioritise own workload and complete tasks without supervision
- Be capable of using own initiative, as well as working under the direction of the Marketing lead
- Demonstrate good time management skills
- Enjoy working as part of a team and be willing to be flexible
- Have excellent written and verbal communication skills

For further information, or to apply, please send your CV to marketing@hobbsrehabilitation.co.uk.