



Job Description

Job Title: **Marketing Assistant**

Frogheath Landscapes is seeking a confident, organised, positive and hard-working multi-tasker to join their office team at their small, friendly garden landscaping company based in rural Sussex.

Purpose of Post: To deliver marketing activities as specified in our Marketing Plan Action List & Schedule, supported by our external marketing department. Excellent interpersonal, computer and organisational skills are a main requirement.

Accountable to: Stephen Moody, Director

Duties & Responsibilities

To work with our external marketing partner to implement the company's marketing strategy which includes:

- Create content for the website (added to website by web designer)
- Create content and update social media pages, including Facebook, Instagram, Pinterest, LinkedIn
- Draft press releases for local papers and magazines
- Help design and place paid-for advertising (working with our graphic designer)
- Help with presentations/talks by assembling slideshows
- Plan events and provide administrative support for those events.
- Liaise with office staff, graphic/website designers and external parties to ensure the company brand is consistently maintained through all documents and published information.
- Evaluate marketing campaigns for effectiveness
- Encourage other departments in the organisation to take part in promotional activity

Key Skills

- Personal qualities Punctual, confident, adaptable, hard-working, trustworthy, friendly, professional. An eye for design. Willing to learn new skills.
- Excellent interpersonal skills required to build relationships with a wide variety of people face to face or on the phone. Ability to listen, question, suggest/propose, brainstorm. A personable manner, a team player and adaptability are all important.
- Excellent written and oral skills as you will be called upon to write online or hard copy content for campaigns. You will need strong copywriting, proof reading and creative thinking skills.
- Strong computer skills: You will need to be proficient in MS Office software (Word, Excel, PowerPoint, Outlook) and preferably image editing software such as Canva, Paintshop Pro or Adobe Photoshop. A good understanding of how Social Media works (even if just for personal use).
- Good organisational skills as you will be working on multiple projects and will need to meet deadlines and maintain a high level of accuracy.

Qualifications & Relevant Experience

- Formal education to college level – including English and Maths
- Excellent command of the English language – spoken and written
- Experience of working in an office environment
- Previous experience of working in marketing an advantage
- Marketing related qualification at college or other marketing courses are desirable.

Salary range: National Minimum Wage for your age to £12/hr depending on experience

Hours: 6 hours per week, flexible as to days & times to suit both parties.

Benefits include paid holidays, training and advancement opportunities.

How to apply: Send your CV with a covering letter explaining why you would like to join the Frogheath Landscapes team to accounts@frogheath.co.uk or Frogheath Landscapes, Willingford Lane, Burwash Weald, East Sussex TN19 7HR