



IPSWICH
BOROUGH COUNCIL

Ipswich Borough Council Job Description:

Job Title: Marketing Assistant

Main Purpose Of Job

The marketing team are responsible for marketing services for its main client Ipswich Borough Council and its group traded companies. As part of the marketing team this post plays a key role in helping to raise the profile and awareness of the client's brands through the implementation and coordination of marketing activities. With a clear understanding of the full marketing mix, this role will support the Head of Marketing and the Marketing Business Partner (MBP) to deliver the organisational targets across the client's brand portfolio.

Main Duties

- Maintain the 12-month rolling annual marketing schedules, with updates and amends as required.
- Support the project management of all marketing activities.
- Campaign asset creation and management for both on and off-line activation.
- Work with the MBP to ensure all marketing activity supports business conversion targets.
- Support the MBP in preparing marketing activity reports and metrics for measuring success.
- Help with ad hoc campaigns to support Heads of Service, as agreed by the Head of Marketing.
- Lead on marketing campaigns, as directed by the MBP.
- Attend trade shows and networking events to support the promotion of the client's services.

Such variations as may be required from time to time without changing the general character of the duties shown above or the level of responsibility entailed.

PERSON SPECIFICATION

Job Title: Marketing Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Knowledge/Qualifications		A marketing degree or equivalent	
Work related experience, skills and competencies	1-2 years experience in a similar field	Experience of marketing facilities management services	Check on application
Personal skills	- Self-starter and driven to achieving a high-quality output. - Demonstrable knowledge of the full marketing mix. - Excellent creative judgement. - Good attention to detail. - Ability to work collaboratively with the sales team and service areas to develop marketing activities. - Ability to problem solve. - Ability to organise and prioritise own workload. - Excellent communication skills, both written and verbal.		Check on application

Special working conditions	May be required to work outside of normal hours. May be required to attend events and trade shows.		
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