

## Marketing Assistant – Job Description

### Role Purpose:

To support the Marketing and Communications team in the delivery of internal and external marketing campaigns and activities.

### Key Responsibilities:

- To maintain consistent and document compliance with all relevant Safety, Health and Environmental (SHE), quality and best practice requirements.
- To implement marketing activities through marketing administration, e.g. organise an exhibition display, arrange a marketing meeting etc.
- To publish pre-approved content and videos on CPI's external facing website and staff intranet site.
- To assist with the creation and distribution of CPI's internal emails and e-newsletter to staff.
- To assist with the delivery of webinars and in-person events.
- To assist with the packing and couriering of marketing materials for conferences.
- To ensure the Events section of the website is kept up to date.
- To assist with stock checking of marketing materials across all CPI sites.
- To assist with the segmentation of contacts in CPI's Hubspot tool.
- To ensure all relevant permissions are obtained prior to any on site photography and filming.
- To manage the logistics associated with video filming e.g. diary management, room bookings etc.
- To assist in the production of evaluation reports from one or more marketing tools or systems, e.g. KPI reports, Board reports, social media reports etc.
- To raise purchase orders and action invoices to ensure marketing-related goods and services are purchased and processed in a timely manner.

**Direct reports:** No direct reports

## Marketing Assistant – Job Description

### Person specification

#### Skills:

- A team player who is pro-active with a “can-do” attitude
- Be able to challenge others and work independently.
- Can switch seamlessly between concurrent tasks and is adept at managing and prioritising workload and demands.
- Highly organised

#### Education / Qualifications:

Essential:	Desirable:
Educated to A-Level (or equivalent).	Higher Business qualification

Competencies and behaviours	
<p><b>Leadership (Core)</b></p> <ul style="list-style-type: none"> <li>• Respects and values the diversity of talents, skills and backgrounds that others bring to joint projects / work.</li> <li>• Has a positive influence on those in contact with.</li> <li>• Gains the respect and confidence of colleagues and supports them in achieving their goals and targets.</li> <li>• Aligns own behaviours and actions to CPI’s values, vision and goals.</li> </ul>	<p><b>Decision Making (Core)</b></p> <ul style="list-style-type: none"> <li>• Within area of expertise recognises, identifies and defines problems.</li> <li>• Generates and evaluates alternatives, draws conclusion and analyses risk.</li> <li>• Takes timely and correct action using established methods to ensure effective solutions are implemented.</li> </ul>
<p><b>Communication (Core)</b></p> <ul style="list-style-type: none"> <li>• Communicates in a clear and concise manner, covering all relevant points in a timely manner.</li> <li>• Uses the appropriate route and format to communicate.</li> <li>• Confirms understanding of others communication.</li> <li>• Asks questions to understand other people’s viewpoints.</li> </ul>	<p><b>Developing self and others (Core)</b></p> <ul style="list-style-type: none"> <li>• Knows own career aspirations and clearly communicates them to relevant colleagues whilst actively working to achieve goals.</li> <li>• Sets personal development goals and deploys strengths to achieve them.</li> <li>• Takes responsibility for one’s own performance and actions, and invites and incorporates feedback from a variety of sources.</li> <li>• Regularly reflects on own capabilities to identify development priorities.</li> </ul>
<p><b>Collaboration (Core)</b></p> <ul style="list-style-type: none"> <li>• Establishes effective working relationships with other colleagues.</li> </ul>	<p><b>Delivery (Core)</b></p> <ul style="list-style-type: none"> <li>• Plans, prioritises and leads own area of work to deliver specified and agreed outcomes (time and standard).</li> </ul>

## Marketing Assistant – Job Description

<ul style="list-style-type: none"> <li>• Builds and maintains a network of internal and external contacts.</li> <li>• Actively seeks, values and incorporates different views and ideas to broaden their prospective.</li> </ul>	<ul style="list-style-type: none"> <li>• Accurately scopes out length and difficulty of tasks, and repeatedly estimates correct amount of time needed for tasks.</li> <li>• Refers to lessons learnt from other projects/ tasks with related scope.</li> <li>• Acts with minimal supervision or direction.</li> <li>• Pays attention to detail and delivers accurate and high quality outputs.</li> </ul>
--	---

### Knowledge and Experience:

Essential:	Desirable:
<p>Experience of using Microsoft Office systems.</p> <p>Excellent communication skills.</p> <p>Self-disciplined and highly organised.</p>	<p>Experience of working in a busy office environment and managing a high volume and varied workload.</p> <p>Experience of working in a Marketing or Communications function.</p> <p>Experience of coordinating events, appointments, and meetings.</p> <p>Experience raising purchase orders and working with finance teams.</p>