



BOYDENS

Built on service and trust

JOB DESCRIPTION

Marketing & PR Assistant

Major purpose: To assist the Marketing & PR Manager in all aspects of the role, with a concentration on developing and implementing a proactive targeting strategy for existing properties on the market across the Boydens network, measuring return on investment and recommending future changes to strategy.

Responsible to: Marketing & PR Manager.

Location: Based in Colchester with travel to (and working within) other Boydens branches required.

Key Tasks

Market research

- Overseeing the proactive centralised touting process for all Boydens branches;
- Producing monthly statistics in order to measure and improve performance;
- Building relationships with Boydens branches in order to respond to market conditions.

Digital Marketing

- Regularly updating the website including news, blogs and SEO optimised content and spread across relevant social media;
- Assisting in the planning, production and send of monthly e-newsletters;
- Identifying opportunities on social media activity and optimise our brand visibility.

Print and branded material

Participating in the design and print production of publications, leaflets, brochures and publicity material. This will include:

- Ensuring printed materials are effective, produced to a high standard, within budget and on brand;
- Writing new material for inclusion in print and online;
- Liaising with external suppliers or designing in-house as appropriate;
- Liaising with internal staff, external clients and partners to ensure information is accurate;
- Liaising with media and publications to book and plan advertising or advertorial space.

Marketing communications

- Assist in the planning and implementation of marketing campaigns across all channels to reach desired audiences;

- Generate design ideas to increase brand awareness and reputation;
- Undertaking copywriting, image collation and proofing for print and online applications including the drafting of press releases and other PR materials;
- Generate PR activities including community, business and media contacts.

Events

Assist in the planning and implementation of events in line with the marketing plan. This will include:

- Working closely with other staff to ensure attendance;
- Promotion of the campaign/events to generate new interest;
- Sourcing promotional goods;
- Delivering within agreed budgets;
- Setting up and set down at events with attendance where necessary (this may require flexible working);
- Evaluation post campaign/event with follow up actions and CRM activity.

Other

General administrative duties such as processing invoices and other adhoc duties as required.

Skills Required

- A Marketing related qualification and/or background marketing experience is essential;
- Strong organisational skills;
- Well-developed written and verbal communication skills;
- The ability to manipulate and interpret data, making recommendations as a result of your findings;
- Commercial awareness;
- Adaptability;
- Confidence;
- Creativity;
- A solid understanding of social media channels;
- Experience in all Microsoft Office applications;
- Numerical skills.

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