

## Job Description

**Job title:** Marketing Assistant

**Team:** Genie Goals

### What it's about:

We are looking for a very creative, proactive and detail-oriented individual to join our growing agency at Genie Goals as a Marketing Assistant.

Reporting to the Business Development Manager, you will work to deliver Genie Goals' marketing strategy and support the sales and business development team. You will be responsible for making a real success of our campaigns by contributing to the creation of and implementing the marketing strategy for the coming years.

There is huge potential for growth, development and project ownership for the right candidate in this exciting role. Experience in using social media platforms, advertising tools and knowledge of lifecycle marketing would be an advantage but not essential as training will be given.

### Reporting To:

Business Development Manager

### What you'll do:

#### Key Responsibilities

##### Content - production, and coordination

- Contribute to the content strategy
- Coordination of content distribution with the Genie Goals team
- Publishing to our WordPress website and our social media channels

##### Distribution of paid and organic media

- Contributing to the creation and analysis of paid social strategy results
- Contributing to the creation and analysis of organic social strategy
- Monitoring the results from PPC Campaigns for our brand and working with the relevant PPC team to maximise results
- Contributing to the creation and analysis of LinkedIn strategy

##### Management of company and personal branding

- Contributing to the creation and analysis of personal branding campaigns for key members of staff
- Searching for and management of PR for Personal Brand Campaigns
- Promote the Genie Goals brand across all applicable channels as agreed during planning phases

##### Email marketing

- Management of email marketing account
- Implementation of email marketing strategy
- Analysis of email campaigns

*This role profile outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.*

**Event coordination**

- Coordination of Genie Goals expo stand/materials/transport/hotels
- Coordination of our own events - from invites to post event
- Coordination external events - Genie Goals/Expo, from sign up to post event

**Analysis/reporting**

- Maintaining, updating and reporting of Genie Goals marketing dashboard, for reporting to Business Development Manager

**Other**

- Coordination of client gifting
- Attend events to represent Genie
- Support the wider team in pitching and closing sales
- Any other tasks which are required by Genie Goals, particularly in relation to marketing

The above will form the basis of the role but is not exhaustive. The role will continue to evolve as you learn and take on more responsibility. There is great scope for development within this role.

**Who we are:**

Genie Ventures is an ambitious internet business responsible for a network of fast-growing e-commerce sites. We are challenging the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie, Office Genie and Genie Goals services and are currently planning our next wave of growth.

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage (we've been going eight years and retain all the fun elements of a startup but with a proven record behind us). We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of freedom to succeed and plenty of responsibility. We have a proven track record of making money online, we're ambitious, we want to succeed and we want the best people to join us.

# Person Specification

Who we're looking for:		
Criteria	Description	Essential or Desirable
<p><b>Genie Philosophy Behaviours</b></p>	<p><b>Smart</b></p> <ul style="list-style-type: none"> <li>• Intelligent</li> <li>• Imaginative</li> <li>• Inquisitive</li> </ul> <p><b>Great attitude</b></p> <ul style="list-style-type: none"> <li>• Motivated / driven</li> <li>• Passionate</li> <li>• Serious / focused</li> <li>• Respectful</li> </ul> <p><b>Get things done</b></p> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Teamwork</li> <li>• Adaptability</li> </ul>	<p>Essential Essential Essential</p> <p>Essential Essential Essential Essential</p> <p>Essential Essential Essential</p>
<p><b>Job Specific Behaviors</b></p>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Attentive to detail and able to carry out analytical work</li> <li>• Resilient - needs to be able to run tests and not be fazed by failures</li> <li>• Able to build relationships with third parties, event's organisers and other partners</li> <li>• Able to communicate marketing initiatives effectively to internal colleagues to maximise engagement &amp; effectiveness of the campaign objectives</li> <li>• Adaptable to change, not fazed by change</li> <li>• Able to provide alternative views and if so able to articulate in a positive/constructive manner.</li> </ul>	