

Job Description

Job Title: Marketing Assistant

Responsible to: Marketing Assistance - Callum Huthwaite

Main Contacts: Sales, Aftersales, Engineering, Customers, Suppliers/Contractors, third Party Marketing Consultant

Job Purpose:

To proactively support the Marketing Executive in reaching the company's marketing goals and objectives. Scarab has ambitious plans for its short- and long-term development and we need to ensure these developments and successes in the business reach our customers and potential customers effectively. Scarab requires a self-driven, ambitious person to who will be given the opportunity to help us expand our in-house marketing capabilities. The role may encompass everything from digital marketing, event organisation and product launches to market research. The role offers an excellent opportunity to gain a wide range of experience from marketing, project management, sales and product management within a company that operates worldwide.

Main Tasks:

- Maintaining and creating engaging content – including video - for the company's website and social media platforms.
- Support various departments on campaigns for products and services – including new product launches.
- Analyse and report on success of campaigns and marketing actions.
- Write and proofread copy for press releases, industry magazine articles, etc.
- SEO optimisation to increase traffic to website.
- Coordinate with other Fayat Group companies on group marketing objectives.
- Ensure deadlines are met and budgets used effectively.
- Assist with, and develop content for, events and exhibitions.
- Identify region specific strategies for marketing of products and services worldwide.
- Assist with market analysis of Scarab's products and service in the industry, to identify opportunities for growth and product development.
- Participate at domestic and international marketing events such as seminars, trade shows and promotional events.
- Focus primarily on the UK commercial market.

Skills and Abilities:

The following would be preferred but not essential. There will be ongoing opportunity for training and development.

- Strong written and verbal communication skills
- Being able to be creative and think outside of the box to create engaging content
- Proficiency in the use of various social media platforms such as Facebook, Instagram, LinkedIn, etc.
- Good attention to detail
- To be able to think analytically
- Familiarity with tools like Microsoft Office Suite (Excel, Word, PowerPoint)
- Being able to work in a team environment
- Prioritising tasks effectively to meet deadlines and balance various projects at once.
- Understanding the target audience's needs and preferences to develop relevant marketing strategies.

Generic Clauses:

1. To ensure that all duties and responsibilities are discharged in accordance with the Company's policies and procedures, code of conduct and relevant regulations and legislation.
2. To comply with the Company's Health and safety Policy and to take such steps as are reasonably practicable for their own health and safety and that of their colleagues at work. They must comply with their safety responsibilities and must cooperate with management in all respects of the full implementation of the Company's Health and Safety Policy.
3. To work flexibly to meet the needs of the job; organising and delivering all work on time and to agreed quality standards.
4. To interact on a professional level with colleagues and seeks to establish and maintain productive relationships to promote collaborative working as appropriate across the Company.
5. To undertake training necessary for the efficient conduct of duties and adherence to Company policies and procedures.

Company Values:

To display and promote the Company Values by your own conduct:

1. **Respect**
We will respect, trust and value those that we work with in everything we do
2. **Communication**
We will communicate so that everyone has the information they need to do their job well.
3. **Teamwork**
We will support each other to achieve our common goals
4. **Recognition**
We will recognise and appreciate everyone's contribution to the business
5. **Quality**
We will take pride in every aspect of our business

Notwithstanding the job purpose, duties and responsibilities included in this job description, the post holder must be prepared to undertake additional tasks, duties and responsibilities at the discretion of their Line Manager that fall within the objectives of the Company.

This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.