|  |  |
| --- | --- |
|  |  |
| **Job title** | Marketing Assistant |
|  |  |
| **Company name and postcode** | Dunbartonshire Chamber of Commerce G81 1QFG83 8QL |
|  |  |

|  |
| --- |
| **Job summary** |
| This role will support the work of Dunbartonshire Chamber of Commerce taking in a range of Digital Marketing responsibilities.Reporting to the Chief Executive or Project Leader (for specific projects) the individual will need good interpersonal skills and a basic understanding of digital platforms as well as good attention to detail.This role will offer the successful applicant a fantastic opportunity to develop marketing knowledge and skills with a diverse range of businesses and partners.The role holder responsibilities will support marketing and promotional activity, organising events and activities, implementing comprehensive digital strategies, customer research and aiding in both external and internal communications to support chamber members.This role will offer the successful applicant a fantastic opportunity to develop business knowledge/skills, interface with a number of stakeholders, undertake project work and help to deliver marketing and promotional campaigns.**Events and Business Engagement*** Liaising with partners, members and other businesses to organise events and activities.

**Digital strategy*** Social media activity, creating and populating social media channels in line with agreed campaigns and messaging.

**Customer research*** Undertaking customer surveys to gain further understanding of customer profile.
* Analysing and inputting data to databases.

**External and internal comms*** Helping to research content and create regular customer newsletters and keeping our customer databases up to date.
* Liaising with businesses about new products, new services and other content which can be used to populate social media and newsletters.
 |
| **Essential skills, experience and qualifications** (please do not use bullet points) | The candidate will have the ability to work in a fast-paced environment, have a proactive attitude to problem solving and show enthusiasm for learning new skills, be a good team player that can also add value working independently, is well organised and methodical, has excellent oral and written communication skills and Good interpersonal skills.Would suit an individual seeking to build on their work experience or a Graduate seeking to add practical work experience to their CV |

|  |  |
| --- | --- |
|  |  |
| **Number of hours per week** | 25 |
|  |  |
| **Working pattern and contracted hours** (including any shift patterns) | 25 hours per week Tuesday, Wednesday and Thursday 9.00am to 5pm with 45 mins for lunch. Friday 9am to 12.15 (some flexibility and occasional work outside these hours is required) |
|  |  |
| **Hourly rate of pay** | National Minimum Wage |
|  |  |
|  |  |
| Support for Successful ApplicantTeam members will be available to support and mentor the apprentice to give the successful applicant a valuable insight and experience and into Marketing, Events and a host of platforms and systems. Access and participation to a range of Chamber and partner events and knowledge transfer workshops will form part of the skills development.The successful applicant will gain valuable insight and experience into marketing and events and a host of platforms and systems such as Microsoft 365, Sendinblue, Wordpress, FB business suite, Tweetdeck, Microsoft teams and Eventbrite.Training will be given in all areas of work that the candidate is expected to participate in and weekly meetings will be used to provide feedback, training and also detail the tasks in the week ahead. The candidate will also be able to identify key areas, when appropriate to the role, in which they would like to progress and be provided with the opportunity to do so.This role provides a fantastic opportunity to learn on-the-job skills in admin, PR, marketing and events with the aim being to have the candidate gain the skills necessary to assume a supporting role within any of these sectors and progress their future career. This will be accompanied by help with their CV, personal statement and interview skills to again, help them in moving forward with their career. |

|  |  |
| --- | --- |
|  |  |
| Closing date for applications | 20th August 2021 but may close earlier if we find a suitable candidate. |