



## ROLE PROFILE

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|---|-----------------------------|
| <b>Marketing and Media Assistant</b>  |                             |
| <b>Reports to: joint reporting to Head of Client Events &amp; Associations and VP Business Development &amp; Operations</b> | <b>Direct reports:</b> None |

## COMPANY OVERVIEW

Next Level Information is a specialist marketing, events and PR agency serving clients in the global logistics, transport, ports and terminals markets. Our team members work from home.

## ROLE PURPOSE

The Marketing and Media Assistant supports Next Level Information's event, association and corporate clients by fulfilling a range of PR and trade media relations, social media, digital marketing and event marketing duties. This is a home-based position working on a flexible basis from 20 hours per week, hours will vary according to requirements.

## RESPONSIBILITIES

- Assist with the creation and fulfilment of digital and event marketing materials using a variety of channels including websites, social media and email marketing
- Assist with the creation, design and repurposing of marketing and digital marketing content, using Adobe CreativeSuite and other design, marketing and social software
- Make content and design updates within Wordpress and possibly other CMS websites for NLI and client websites
- Set up client events on NLI's event booking site and event mobile app
- Distribute press releases to trade media, conducting targeted media outreach campaigns as required
- Undertake media and publications research, updating the in-house CRM database with new contacts as required
- Assist with researching, aggregating and delivering news stories on behalf of NLI and its clients, using social media platforms (Twitter, Facebook, LinkedIn) to build audiences and engagement levels
- Assist with acquiring and managing cross-promotional agreements with industry partners and media
- Assist with gathering coverage and analysis of PR, media and marketing efforts for client reports
- Conduct analysis to assess the effectiveness of PR, media, digital marketing and social media marketing campaigns
- Manage the organisation of images and other files
- Assist with ad hoc administration tasks as directed to support a range of projects

## CLIENT AND STAKEHOLDER MANAGEMENT

- Responds to client queries where appropriate including relaying messages to other members of the team
- Communicates with clients on a range of day to day issues as directed

## TEAMWORK AND EFFECTIVE OPERATIONS

- Liaises with colleagues as required
- Builds effective working relationships to share appropriate information and foster effective team operations
- Makes full and effective use of all available infrastructure, system and reporting tools as specified by NLI business process standards

## PROJECTS AND INITIATIVES

Assumes responsibility for other projects and initiatives as directed

## CORE COMPETENCIES

### *Insight and Analytical Thinking*

- Logical thinking
- Information seeking

### *Drive*

- Quality and standards focus
- Results orientation
- Client focus

### *Working with Others*

- Teamwork and knowledge sharing

### *Personal Effectiveness*

- Attention to detail
- Self confidence
- Adaptability
- Highly organised

## PRE-REQUISITE SKILLS

- Background and experience in design using Adobe CreativeSuite and other design, marketing and social media software
- Experienced user of MS Office
- Excellent digital skills and ability to use multiple digital marketing tools and websites
- Understanding and experience of managing social media channels and using marketing automation software
- Understanding of basic html beneficial
- Ability to work across multiple projects simultaneously

- Good prioritisation, organisation and time management skills
- Good verbal, written and email communication skills
- Excellent attention to detail
- Ability to work collaboratively and flexibly as part of a team
- Ability to manage workload independently and with minimal supervision

## HOW TO APPLY

Please visit the Next Level Information website to submit your application – [www.nextlevelinfo.com](http://www.nextlevelinfo.com)

## ADDITIONAL INFORMATION

**Primary place of work:** Home based position

**Weekly contracted hours:** From 20 hours per week, variable according to requirements, maximum 35 hours per week

**Hourly rate:** £20 to £25 per hour, depending on experience

**Annual holiday allowance:** To be confirmed

**Out of hours working:** may be required to work extended hours as part of the contractual agreement

**Travelling:** Occasional travel to team meetings in London/Greater London area and/or occasional international travel may be required, sometimes at weekends (subject to agreement)