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| Title   | Digital Marketing Assistant (Summer Internship) |          |      |            |

## 1. DEPARTMENT

Sales & Marketing Group

## 2. REPORTING TO

Marketing Manager

## 3. WORKS IN CONJUNCTION WITH

Sales, Marketing, Product Management.

## 4. PURPOSE

We are looking for an undergraduate / graduate who would like to gain commercial digital marketing experience. You will join our team in Cambridge and work directly with the Marketing Manager and Marketing & Graphic Design Assistant. You will be a critical member of the team, assisting and taking ownership of many aspects of digital marketing.

## 5. MAIN DUTIES & OUTCOMES


- Propose, implement and optimise other digital marketing strategies including SEO and social media, along with proposing new tools
- Tracking conversion rates and suggesting improvements to the usability, design and content of the company website to improve conversions
- Analysing results across marketing channels and identifying improvements where necessary
- Assist in implementing social media strategy and managing social media accounts
- Assisting in creating copy for customer and distributor email marketing, newsletters and social media
- Analysing marketing effectiveness and carrying out A/B testing
- Assisting with video development, video matrix, scripting, story-boards and creation of UK video content
- Liaising with the Marketing Manager, communicating campaign details and analytics

## 6. REQUIREMENTS e.g. EDUCATION, KNOWLEDGE, SKILL, EXPERIENCE etc.

- Good understanding of Social Networks and Automation Platforms (MailChimp, LinkedIn, Facebook, Twitter, Instagram, Google Plus)
- Excellent written and spoken English
- Fast learner and willingness to take on new challenges
- Comfortable using technology systems and carrying out analysis
- Previous experience in marketing and social media will be also be advantageous

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- Passion and experience in Digital Marketing and a proven track record of success
- Ability to commit for a minimum of three months to the role
- Strong digital skills (WordPress and Google Analytics, Abode Premier Pro, Rush and Spark)
- Diligent work ethic, reliance and commitment

## 7. HEALTH & SAFETY

Work safely, and ensure department works safely, adhering to safety procedures and using the safety equipment provided so as not to put yourself or other people at risk.

## 8. QUALITY

Perform all duties required of the role in accordance with the company Quality Management System (QMS).

## 9. OTHER

In addition to the duties and responsibilities listed you may be required to perform other duties assigned by your supervisor or manager.

## 10. AGREEMENT

|              | PRINT NAME | SIGNATURE | DATE |
|--------------|------------|-----------|------|
| EMPLOYEE     |            |           |      |
| LINE MANAGER |            |           |      |

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