

JOB DESCRIPTION



Section 1: General information	
Job title:	Marketing Assistant
Department:	Marketing
Reports to:	Marketing Executive
Section 2: PenCarrie's story and purpose	
PenCarrie's story: With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.	
PenCarrie's purpose: The distribution partner that enables exceptional customer success.	
Section 3: Purpose and responsibilities of the role	
Main purpose of role: Working in the Marketing Team you will be helping to deliver effective and creative marketing activity. This role will suit a determined, career minded individual looking to start their career in marketing. A confident proof-reader, creative thinker and natural team player, you will work alongside a strong team of marketers and become an integral part of the team working as effectively and efficiently as possible by picking up the tasks that support the delivery of campaigns and marketing activity. You will be highly responsive, keen to learn new skills with the ability to multitask and work on several varied tasks and projects at any one time. An effective communicator with an eye for detail, you will assist with the effective delivery and scheduling of the marketing plan as instructed by the team, supporting on briefs and social media content creation, whilst also measuring results on projects as briefed by the senior members of the Marketing Team. As a member of our Marketing Team you will have a combination of skills and competencies that will be applied across the marketing discipline: <ol style="list-style-type: none">1. A strong grasp of written English with exceptional proof-reading skills.2. Be digitally aware with an understanding of social media and email marketing and how these tools work as part of the marketing mix.3. Be willing and able to creatively work across a number of projects including brief writing and social media content creation, as instructed by the seniors within the team.4. Be confident in learning new online and digital tools to support the Marketing Team.5. Always showcase your can-do attitude and a willingness to help.6. You will be able to clearly demonstrate your enthusiasm, capacity for varied and diverse work and be approachable and accommodating to last minute tasks.7. You will be effective at time management and will quickly grasp how long tasks take within the team to enable you to work agilely.	

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8. Take a proactive approach to problem solving and can work under pressure.
9. Be helpful and forthcoming with taking on administrative tasks to help the wider Marketing Team, and occasionally, the wider business.
10. Have a great telephone and email etiquette, great rapport building skills and communication skills when working with both internal and external contacts.
11. Manage deadlines and expectations, keeping a clear communication path with all members of the team.

Determined, organised, proactive and with a keen eye for detail you will be a key part of this high performing, ever-learning team.

Main responsibilities:

Work closely with and support the entire Marketing Team, to help deliver a cohesive marketing and communications schedule. Be responsive and accommodating to a fast flow of varied work with quick turnaround times.

1. Manage the ideas, sourcing and distribution of customer surprise and delight initiatives.
2. Proofread and sense check marketing materials and communications as created by the Campaigns team.
3. Upload banners and marketing assets onto the website as provided by the Marketing Team.
4. Update the Company's website as required using a bespoke CMS system, following training.
5. Build landing pages as appropriate including setting up tracking and reporting on performance.
6. Build and schedule Email campaigns in DotDigital (email platform), making suggestions to optimise using the suite of tools available.
7. Seek out and circulate daily competitor activity in the marketplace.
8. Report on specific projects as briefed by the senior members of the Marketing Team, suggesting, and implementing improvements as appropriate.
9. Pull monthly and weekly reports for the Marketing Team's activities, including email reports and competitor analysis reports.
10. Assist with the social media presence and implement the agreed plan, responding to comments and questions relating to marketing in line with the company's guidelines.
11. Support your fellow Marketing Assistants on incoming calls and emails to the marketing team.
12. Effectively project manage several marketing tasks in tandem, meeting key deadlines and be able to seamlessly work between projects.
13. Circulate campaigns internally to ensure wider teams and colleagues have an up-to-date knowledge of current promotions.
14. Embrace the opportunity to manage internal communications.
15. Respond quickly and effectively to quick fire questions and requests to support the Marketing Team in delivering fast paced and industry responsive activity.
16. Undertake continuous analysis of the market trends and competitor activity to stay abreast of the competition.
17. Take ownership of tasks and specific reporting as briefed by the Marketing Manager, working towards developing and improving processes where possible.
18. Be keen to be involved in company initiatives, such as the Staff Forum.
19. Take ownership of team admin, including company credit card account payment co-ordination.

20. Assist with the implementation, fulfilment and despatch of customer sample campaigns as directed by the senior members of the Marketing Team.
21. Co-ordinate the despatch of brand POS as requested by our sales teams.
22. Assist with the planning and co-ordination of industry events.
23. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Relationships:

1. Work collaboratively with the Marketing Team to deliver the annual PenCarrie and brand marketing plans.
1. Support the Marketing Team with effective reporting, recommendations, and insight.
2. Be a team ambassador for the Marketing Team.
3. Create and nurture relationships with key brand contacts when working alongside the Senior Marketing Executives on projects.
4. Build strong working relationships with our internal teams, starting with the wider marketing team and then across the business.

Section 4: Person specification**Knowledge, skills and experience required:**

A passion for marketing is essential, and you will want to progress with a career in marketing. You'll be dedicated, enthusiastic and ready to take on a challenge.

Essential

- Experience of working in a fast-paced environment
- Able to independently manage workflow and prioritise tasks to meet deadlines
- Evidence of the ability to work across several projects at once
- Excellent written English and excellent proofreading with a strong command of English grammar and spelling
- Expert user of Microsoft Office, Excel, and PowerPoint
- Excellent written and verbal communication skills
- Confident dealing with telephone and email enquiries with a polite telephone manner
- Strong commercial and analytical focus with interest in reporting and data analysis
- Confident in working from home and able to self-motivate to get tasks done autonomously

Desirable

- Experience of working in a busy office environment
- Qualifications in English, marketing, or design
- Working knowledge of social media in a marketing environment
- CIM qualifications up to level 3

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Section 5: Job description prepared by

Job title: Marketing Manager

Date: January 2025