

Marketing Assistant

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Company: Map Talent

Location: Birmingham

Category: construction-and-extraction

Due to an extremely busy start to the year our client a large construction company is looking to add to their marketing department. They are looking for a self-motivated and enthusiastic Marketing Communications Assistant to join their Birmingham office. In return they will offer a competitive remuneration package alongside various other benefits.

The Role:

The Marketing Communications Assistant will be responsible for ensuring effective implementation of the companies communications, from creating materials across various formats from verbal, written, and visual posts/messages to raise the profile of the company.

Main Responsibilities:

- * Manage the social media platform and website content.
- * Promote the new company mission and values via internal comms, process, website etc, to align employee behaviours with company objectives and drive goal attainment.
- * Support the implementation of the community engagement strategy to promote industry news in addition to the companies people/commercial achievements news via the Workspace, company newsletter and other online forums.
- * To be responsible for writing, editing and proof-reading copy for all corporate communication platforms, ensuring a consistent and audience-appropriate tone of voice.
- * Write, edit, and proof-read communications for the online platforms and support the production and delivery of all-staff videos and presentations.
- * To monitor and evaluate the effectiveness of staff and stakeholder communications and provide reports and recommendations based on the results.

- * Provide communications guidance to other departments , and lead brand consistency.
- * Champion activities to promote public relations, corporate events, and any internal charity events to promote Diversity and Inclusivity.
- * Work in partnership with the wider team to support any HR, L&D or CSR initiatives.
- * To ensure the use of data for communications complies with current regulations, particularly those relating to the General Data Protection Regulation in the post holder's own area of responsibility.
- * To apply the Equality, Diversity, and Inclusion Policy in the post holder's own area of responsibility and in his/her general conduct.
- * To carry out any other duties as may reasonably be directed by the Head of Marketing.
- * Promotes and upholds the company's corporate values within your conduct at work.

Requirements:

- * A qualification in PR, Marketing, English, communications, or robust copy writing experience.
- * Computer literate with the ability to use Microsoft office 365 packages i.e Word, Excel, Outlook and Teams. Full Driving Licence

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