



Digital Marketing Assistant

Activ provide digital marketing services to small businesses including Web Design (inc. ecommerce), Search Engine Optimisation, and Social Media promotion. Clients come from a wide range of industries and sectors including retail, health and wellness, trades, business services and entertainment/hospitality.

Read more about us at www.activdmkingston.com

Due to business growth, we are delighted to have an opportunity for an additional person to join us, initially on a part-time basis for 6 months to support our digital marketing services; with a view to a more permanent position depending on the business development. This role would particularly suit either someone with experience who wants the flexibility of a part-time role or a new graduate looking to gain experience for a career working in digital marketing.

The role will provide support for both the business operations and delivery of services to clients. It is intended to migrate a number of existing clients' websites to new WordPress sites over the period and the individual will provide specific support for this activity.

Key Tasks will include:

- Updating and supporting website content for clients.
- Design and development of new and/or existing websites on new WordPress environment.
- Preparation of photos/graphics and other marketing assets.

- Support for the business social media promotion.
- Administration tasks in support of the business and clients including report preparation, accounts admin etc.

There may also be opportunities for someone with the right skills and experience to:

- Create engaging and effective copy for websites, blogs, email campaigns and social media.
- Implement more advanced website functions and features.

Skills & Experience

You should have a general aptitude for IT and an interest in gaining skills and experience in digital marketing. Any previous experience in web design, image editing, graphic design, copywriting, use of social media platforms or office IT products would be beneficial but not essential.

To be successful in this role you will require:

- Excellent communication skills with a good standard of English, both orally and importantly, written.
- A proactive approach to taking on responsibility and using initiative is important as well as being flexible with ability to adapt working style and behaviour as required.
- Enthusiastic and self-motivated approach, being happy to work remotely and manage own workload.
- Customer service appreciation.
- A good eye for design and attention to detail.
- Organised with the ability to manage and prioritise multiple tasks/projects in a timely manner, ensuring quality is not compromised.
- Familiar with the use of main MS Office products.

Experience in the following would be beneficial:

- Experience in web design and/or web content management systems including Wordpress.

- Experience in producing marketing content in different digital formats.
- Preparing images/graphics for use online.
- Support for marketing the business through all available channels.
- Understanding of HTML and CSS.
- Knowledge of SEO.
- Use of Photoshop, Adobe Illustrator.
- Familiar with the setup and management of social media accounts.

Location

It is expected that for the first 2 weeks it will be necessary to spend time at the business home office location for induction and training. For the majority of time, the individual will work remotely from home.

Hours and Working Practices

Initially 25 hours per week with potential for additional hours by agreement depending on individual's development and business opportunities.

Hours will be flexible and by arrangement – to be undertaken during core hours of Mon – Fri 10:00 – 17:00

Salary – £10.00 to £13.00 per hour dependent on experience.