



Digital Marketing Assistant

The role

- To assist the marketing and communications Manager in the implementation, monitoring and evaluation of the Park's marketing strategies and projects
- To help achieve budgeted targets for visitor numbers together with required spend per head
- 40 hours per week with a requirement to work some evenings and weekends on a rota basis

Role specifications

- People management (an ability to communicate effectively in response to and proactively dealing with requests from the business)
- Customer service (ability to instil high levels of customer service throughout the organisation to internal and external customers. An ability to understand customer requirements and to deliver services that are responsive to these)
- Proactive promotion (good brand knowledge and an ability to take individual responsibility for contributing towards daily/weekly objectives)
- Communication skills (effective face to face, oral and written communication & presentation skills)
- Teamwork (ability to work effectively as part of a team)
- Personal organisation (ability to be punctual for work at all times and to plan, prepare and organise your time effectively)
- Accuracy, quality & speed of service (ability to work quickly and efficiently, delivering both quality & accuracy within a fast paced environment)

Job requirements

- Confident communicator with good influencing and professional presentation skills
- Experience across relevant marketing disciplines; advertising, promotions, project management, research and analysis
- Ability to work effectively and successfully with a variety of marketing tools, digital platforms and social media
- A positive approach, great communication skills and a flexible attitude
- Pride in your work, striving to exceed expectations, with good attention to detail
- Able to manage your own time effectively and deliver to agreed deadlines
- Familiar with web design and development principles
- Eager to learn new skills, keep up to date with industry trends and share knowledge
- Familiar with common business and digital marketing tools and practices

Key responsibilities

- Develop an understanding of ROARR's visitors, the business and the industry
- Be curious, keep on top of current and emerging online trends and platforms
- Learning and implementing digital marketing campaigns such as paid ads, search engine optimisation (SEO) social media management and more
- Work closely with marketing manager to manage all online customer engagement comms

- Work with marketing manager to create and implement social media plans for both ROARR and PrimEvil brands
- Use Google Analytics to create regular online reports for internal and external stakeholders
- Conduct keyword research
- Support team members with ongoing projects and represent the company at various events throughout the year
- Performing administrative tasks to ensure the functionality of marketing activities

Other tasks

1. Undertake other tasks as required by the marketing and communications manager
2. Keep all senior managers informed and aware of all relevant marketing matters.
3. To support the marketing team as a whole by active involvement and contributions.
4. Ensure that you display a level of presentation that reflects the agreed company image.
5. Use all equipment, machinery and services with respect, ensuring this is the same standard maintained across the teams, and immediately report and faults or repairs needed to your manager for action.
6. Due to the nature of the business, and your position within the company, it may be necessary to contact you outside your normal working hours, on the telephone number provided by yourself. Should your telephone number change would you please inform your direct manager and the HR Department in order that our records are updated.