

Job Description

TITLE:	Marketing Assistant
REPORTING TO:	Business Development Director
DEPARTMENT:	Rail & Defence
BASIS	Part Time

PURPOSE OF THE ROLE

This hands-on role supports business to business (B2B) campaigns, communications, trade events and social media across our rail and defence businesses. From briefing and reporting to campaign coordination, you'll help keep projects running smoothly, ensuring everything aligns with our strategic goals, on time and on budget.

Some of your key responsibilities will include:

- Support the Business Development Directors in planning, creating and delivering B2B campaigns across multiple channels (web, email, social media, paid ads etc).
- Create engaging content for digital, print, and social media platforms
- Manage campaign timelines, maintain the marketing calendar, assisting with regular status reports to keep projects on track.
- Monitor and analyse campaign performance to optimise results
- Organise and manage attendance at trade fairs.
- Assist with the proofreading and approval process for marketing assets to ensure accuracy, consistency and brand alignment.
- Bespoke report writing and commentary in line with business needs
- Work with the technical teams to align marketing with business priorities and create regular client facing content and communications.
- Maintain brand consistency across all marketing materials and assets.
- Assist the Business Development Director with competitor analysis and market research to identify trends and opportunities.
- Assist with budget tracking, purchase orders and administrative support.
- Help keep internal folders, documents and resources organised and up to date.
- Provide administrative and logistical assistance for marketing programs and activities.
- Such other duties as the Company may from time to time reasonably require.

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KEY WORKING RELATIONSHIPS:

- This role will be directly accountable to the Business Development Director however key working relationships with the engineering, software and test teams will be required to ensure that the strategic and technical intent of campaigns and communications are fully captured.
- This role will cover both our rail and defence businesses.

The role shall be aligned with Petard SPIRIT values.

- **Safety:** Safety is at the heart of everything we do. We take care of our employees, our customers, and the environment around us.
- **Partnership:** We develop long term, trusted relationships with our customers, suppliers, and industry leading organisations to ensure we deliver the highest calibre solutions on time.
- **Innovation:** We develop creative and intelligent solutions to advance our business, and our technology roadmap. From our process to our products, we prioritise continuous improvement and innovation.
- **Responsive:** We are responsive, even anticipatory, to our customers' needs and the market's evolving requirements.
- **Integrity:** We act fairly, ethically, responsibly, and sustainably in all that we do.
- **Talent:** We appreciate the skills, experience and attributes of our team and we will continually invest to harness, develop and nurture their talent.

EXPERIENCE / KNOWLEDGE

A good candidate will be able to demonstrate experience / competency in the majority of the following:

- Marketing graduate and/or experience within a marketing assistant/coordination role.
- Excellent organisational skills with strong attention to detail.
- Approachable, and professional presence.
- Confident managing deadlines
- Ability to work independently and as part of a cross functional team.
- A creative, curious mindset and eagerness to learn.
- Previous experience in customer service, sales, or marketing is a plus (but not required).

QUALIFICATIONS

- Marketing graduate and/or experience within a marketing assistant/coordination role.

ADDITIONAL INFORMATION

This role is offered on a part-time basis of 16 hours per week and is open to freelance as well as permanent employees.

- Petards Joyce-Loebl is committed to compliance with all relevant EU and Member State laws in respect of Personal Data that the Company collects and processes. All full and part time employees and agency contractors who receive or have access to Personal Data collected or processed by the Company shall ensure compliance with the General Data Protection Regulation (GDPR) in accordance with the Company Data Protection Policy.