



Job Profile

Marketing and Business Development Assistant

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Division: Brunsdon Financial Services Limited

Employment Basis: 35 hours week

Salary: £17,500 - £21,000 dependent on qualifications and experience

Job overview

The Marketing and Business Development Assistant will provide support to the Brunsdon Financial Marketing team. The primary purpose of the role will be to develop leads for follow up by Brunsdon Employee Benefits team members.

Responsibilities and duties

- Administration and maintenance of the CRM (Customer Relationship Management) platform
- Development of a database of prospective clients for the business, through mainly desk-based research activities, with particular reference to Brunsdon Employee Benefits.
- Creating, developing and monitoring email campaigns
- Monitoring and developing social media campaigns and engagement
- Undertaking updates to the Brunsdon Financial website via a CMS (content management system)
- Providing administrative support to the Marketing team and Employee Benefits team, as appropriate, particularly in relation to prospect development and event attendance
- Providing regular analysis of outputs and outcomes in relation to lead generation activities

Qualifications / Experience

- Minimum GCSE grade 4 / C in mathematics and English. Qualifications in Business Studies and / or IT would be desirable, e.g. GCSE / BTEC
- An interest and understanding of digital communications and marketing
- Excellent IT skills, including Microsoft Office and Social Media platforms
- Initiative, attention to detail and a 'can do' attitude
- Reliable and trustworthy

If you would like to apply for this role, please send you cv to Julie.treherne@brunsdon.co.uk