

Marketing Administrator

Full time – temporary contract – 6 months

We have an excellent opportunity for Marketing Administrator to join our busy in house marketing team. The successful applicant will carrying out CRM and database administration to the highest standard and assist the marketing projects.

This role will give you the opportunity to get involved in all functions within the Marketing department, so you will get great exposure to a variety of marketing functions!

Either way, in addition to your upbeat, positive nature and sunny disposition, you will already have the main qualities needed to shine in this role including:

- Ability to work on your own initiative
- Confidence to put forward your own ideas
- A demonstrable passion for the fitness industry
- A flair for project management
- Outstanding verbal and written communication skills
- Excellent interpersonal and organisational skills
- Creative, practical and able to work effectively under pressure and to tight deadlines
- Proven ability to work in a team
- A high level of computer literacy including word processing, spreadsheets, email and internet is also an essential part of your skills portfolio

Responsibilities

- Undertake daily administrative tasks to ensure the functionality and co-ordination of the department's activities
- Provide front-line assistance for the Marketing team, responding and assisting in key projects
- Assisting in analysing web performance and creating reports
- Help to design, and implement marketing plans for each product being offered
- Analyses trends, data, demographics, and other information that can potentially improve marketing and sales performance
- Conduct competitor research and analyse data to identify and define audiences
- Editing and uploading content to the website as directed by the Marketing Manager
- Updating Google My Business accounts and monitoring Trustpilot and Google reviews
- Active monitoring and recording of marketing performance across website, PPC, SEO, social media and email channels including effective maintenance of reports
- To assist in the publishing of a regular blogs, press releases, articles, product pages and other forms of digital content for the business
- Assist with budgets and procedures