



Social Media Assistant

Summary

Create and manage a portfolio of social media content aimed at enhancing brand visibility and driving business growth across the group, ensuring the delivery of a consistent and accurate message. Additionally, offer ongoing support to the Marketing Manager with daily tasks as needed.

Department	Location	Hours	Direct Report
Marketing (Operations)	Head Office	Part Time (up to 20 hours)	Marketing Manager

Benefits

- Full training & career progression
- Hybrid Working
- Up to 30 days holiday
- Enhanced Pension

Social Media Management

- To create and promote a social media campaign throughout the year, across the business. Including business related social posts and blogs across all media platforms.
- Establish and maintain a centralised archive of marketing materials and communications that is accessible to internal teams.
- Ensure marketing databases and material in circulation remains the latest approved version.
- Implement proper version control with all documentation and material created.
- Track and monitor the success of marketing campaigns including response activity and take up with the use of internal quote source references.
- Monitor, track and improve social media responses, engagements and followers each month. Success must be reported on with specific data on each post.
- To engage with our audience including existing and prospective clients, through all social media channels. Make use of groups, direct messages, third party posts and our own direct messages.
- Support new and existing sales incentives across the company, i.e. Cross selling, networking and referrals.

Email Marketing

- To assist the Marketing manager in the creation of a suite of newsletters & email campaigns to accommodate the needs of the business and teams.
- Track and monitor progress of campaign monitoring response activity, including delivery, read notices and call to actions.
- Develop interactive e-marketing initiatives, such as links, surveys & downloads.
- Delivery of automated customer satisfaction surveys, monitor response and results monthly.
- To work with the team to capitalise on opportunities that delivers leads from new and existing customers through e-marketing initiative
- Work with account handlers to ensure client data is accurate and up to date including names and email addresses stored on the client record.
- To work with the Marketing Manager to develop and maintain a strategic plan for internet presence based on management priorities, policy directions and goals.

Documentation

- Collaborate with the Marketing Manager to ensure all literature and social media content aligns with the marketing plan, is effectively created, and successfully delivered.
- Support the Marketing Manager in maintaining a centralised archive of marketing materials and communications, ensuring it remains accessible to various internal functional teams.

Websites

- Identify opportunities to leverage the website for social media campaigns by utilising landing pages, QR codes, and surveys. Create cross-links as needed to drive traffic between social media platforms and the website.
- Use social media to promote the website as an information and educational tool for the public about company and products.
- Monitor web usage and provide statistics for management reporting.
- To assist with the management of links and cross-promotions with other sites and campaigns.
- Coordinate timely responses to e-mail & direct message enquiries received via the website and other social media channels.
- Advise of enhancements and modifications required to the website.

Customer Service & Brand Awareness

- To contribute to the strategic planning of our annual and long-term marketing plan to drive forward agreed company objectives
- Monitor the corporate communications plan & strategy to ensure consistency in style, layout, and messaging. Including adherence to templates, taglines, and brand guidelines.
- Ensure all company information on marketing content is accurate, verifying factual correctness of telephone numbers, website & email addresses, company names, and legal representations.

- Ensure marketing materials maintain high-quality standards with accurate English usage, including correct spelling, grammar, and punctuation.
- Delivery and maintenance of uniform branding to all marketing e-mails, inclusive of plain text and HTML
- Prioritise own work to ensure timely completeness and adherence to wider campaign deadlines.
- Assist with the production of marketing materials, including leaflets, posters and flyers ensuring stakeholder sign off. Ensuring timely delivery to meet deadlines with quality printing where required.
- Ensure that exceptional customer service standards are consistently demonstrated, implemented, and always maintained at the highest level.
- Help encourage & maintain long term relationships with our clients through marketing literature.
- To ensure errors and re-works are restricted to less than 10% of marketing volume.
- Accurately document all instructions/conversations with clients on manual and IT based
- systems, with specific emphasis on the latter, ensuring client files are kept up to date.
- Help ensure that there are no more than 1% of complaints per month for the department relating to marketing material.
- To ensure that all complaints are dealt with within 1 working day in accordance with FCA requirements, or if unresolved/unsatisfied such complaints are passed to compliance manager immediately.
- Serve as a member of the public information response team in the event of an emergency or crisis.
- Contribute to the business's overall sales targets by executing effective and efficient marketing strategies, with active monitoring & maximising all opportunities.

Personal Development

- Provide regular updates on work progress to the Marketing Manager as required and in an appropriate manner.
- To maintain a sound knowledge of the business's activities.
- To develop and maintain an appropriate knowledge of the marketing industry.
- To develop and maintain basic knowledge of the insurance industry.
- To correctly complete and participate in Continual Professional Development, with monthly sheets being submitted to the Team Manager.

Finance & Office

- Manage and maintain both manual and IT systems for processing and administrative tasks, providing recommendations for enhancements and improvements as needed.
- Maintain the Marketing Database with correct, organised storage of current and archived material for future reference.
- To monitor and communicate potential marketing and advertising expenditure with the Marketing Manager.

- To ensure that Health and Safety processes are adhered to within the department in accordance with company procedures.
- Assist in the advancement of technology and media capability of the Group, keeping up to date with external activity and marketing trends.
- To provide flexibility and support to the business, undertaking any reasonable tasks as requested by your manager or member of the management team.