



Job Title: Marketing Assistant

Location: London, UK

Closing Date: 25th June

Job summary:

My Nametags (www.mynametags.com) is an award-winning company and market leader for name tags in multiple European countries. With a number of exciting projects planned for the future, we are expanding our marketing team. We have sold our labels to over 120 countries across the globe and recently received the prestigious Queen's Award for Enterprise to reflect our success in international trade, the excellent quality of our product and the way that we look after our staff.

This role offers a unique opportunity for a creative and ambitious individual to gain a real grounding of the marketing mix within a small but constantly growing company. The Marketing Assistant will gain a detailed understanding of the wide variety of channels My Nametags uses to promote and sell our products. Working from our London office, the chosen candidate will be reporting to the Head of Marketing and the Managing Director, ensuring the smooth delivery of projects and activities, with the opportunity to contribute to marketing strategy and planning.

We believe that starting your career as a Marketing Assistant at My Nametags is one of the best opportunities in marketing in the UK for an ambitious individual. This is not a role for an observer - you will be involved in spreading awareness and generating sales across more than 100 countries. You will have the opportunity to see and participate in all the marketing channels available to an e-commerce company and measure the impact of your own contributions.

Key responsibilities:

- Support and contribute to marketing plans and help develop ideas.
- Assist with regular photoshoots and filming.
- Assist with creating and designing online and offline advertising campaigns.
- Manage the social media outlets (Facebook, Instagram, Google Plus, Twitter)
- Contributing to email marketing and other CRM mailings.
- Assist with curating content for company blogs for all countries.
- Maintain a good level of blogger outreach and associated admin.
- Coordinate in-house translation services for marketing purposes.
- Manage everyday admin activities.
- Assist with PPC on Google Adwords
- Assist with managing the Affiliate programmes.

Person specification and qualifications:

Essential

- A proven interest in marketing.
- Be a creative thinker.
- Good degree (2:1) in a relevant subject.
- A proactive approach to work.
- Working knowledge of Microsoft Word and Excel.
- Possess strong organisational and time management skills.
- Willing to expand skill set.
- Have a good attention to detail.
- Strong written and verbal communication skills – a good command of the English language.
- A good understanding of a foreign culture is required, and ideally one of the following foreign languages: Italian, French, or Dutch.

Desirable

- Knowledge of Adobe Suite (Photoshop, Illustrator, etc)

Salary

£21,000

To apply please send a CV and cover letter to marketing@mynametags.com