

## JOB VACANCY NOTICE



## Marketing Assistant

Mono Equipment designs and manufactures a wide range of commercial bakery equipment at its factory in Swansea. The product range includes ovens, depositors, dough processing equipment and fryers. With global distribution, Mono's products are considered market leading in many of its product categories.

We are currently looking for an enthusiastic, Marketing Assistant to join our marketing team to help with the day-to-day online and offline marketing activity.

Ideally, but not essentially, you will have a Bachelor's degree in marketing or have practical experience working in a marketing, communications or a related field and will use your up-to-date knowledge of the social media landscape, together with your engaging writing skills and creative flair to boost our online presence.

You will be trustworthy, polite and reliable when interacting with community members, customers and other stakeholders.

Duties and responsibilities include:

- Assist with day-to-day Marketing requirements
- Write engaging copy to support social and marketing activities
- Assist with the management of UK and international trade exhibitions
- Maintain corporate website using Content Management System
- Produce engaging emails using VirtueMail system
- Help define, develop and implement our social media strategy
- Produce cross-channel engaging content to drive engagement and traffic
- Create video content to drive social media engagement & web traffic
- Analyse digital data to identify areas of improvement
- Identify opportunities for growing our online presence

Essential Requirements:

- BA in marketing, communications or a minimum of 1 year's practical marketing experience
- A strong knowledge of social media channels eg. Twitter, LinkedIn, Instagram, Facebook, YouTube etc
- Must have excellent organisational skills
- Must be able to communicate effectively at all levels
- Must have excellent written skills

Nice to Have:

- Knowledge of the design and print process
- Knowledge of Photoshop, InDesign and Google Analytics would be an advantage
- Experience in producing video content would be an advantage
- Knowledge of organic and paid SEO would be an advantage but not essential
- Knowledge of SEM would be an advantage but not essential

Hours of work – 37 hours; Monday – Thursday 8.30am- 4.30pm and Friday 8.30am-4pm

**If you feel you have the qualities and experience to excel in this post, please send a covering letter together with your CV to Kirsty Young: [kyoung@monoequip.com](mailto:kyoung@monoequip.com)**