



Job Title:

Marketing & Operations Assistant

Main Purpose of Job:

To create, develop, release and handle public relations projects as well as to provide operations and administrative support to the organisation.

Relationships:

- a) Responsible to: The Brand Manager
- b) Responsible for: N/A
- c) Liaison with: Operations Manager, Brand Manager, National Account Manager, Marketing Director, Export Manager, Stock Administrator

Main Task of Job:

Develop and implement Public Relations strategies with guidance from the Brand Manager. The successful candidate will also work with an agreed budget, with the aim of increasing awareness of the company's brands with the consumer.

Communicate Public Relations projects to relevant external agencies and/or journalists.

Generating Public Relations leads in all appropriate forms (e.g. email, face to face and via telephone).

To manage and make use of the Public Relations software (Vocus).

Keep all other members of staff up to date with Press Release information and forthcoming publications in the press where appropriate.

Where appropriate, assist the Brand Manager with any tasks commensurate with the level of your role.

To organise and manage the company's stock holdings with a third party.

Reconciliation of sales accounts with regards to direct mail and internet orders.

To be the first point of contact with customers when placing orders.

Spreadsheet work detailing the movement of the company's stock.

To provide administrative support to the Operations Manager, including some filing work.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Job description approved by: Christian Hankins, Brand Manager

Date: 10/01/2012

