

Marketing Consultant

LOCATION: HARDINGSTONE, NORTHAMPTON

(1 minute from A45, 2 minutes from Junction 15 M1, 5 minutes from Town Centre)

SALARY: Dependent on experience

COMPANY

Assist Insurance Services Ltd is an award-winning family owned and run business, yet one of the UK's leading providers of Leisure Insurance such as Insurances for Park Homes, Caravans, Holiday Homes, and Boats, with over 40,000 clients throughout the UK. All from our modern offices in Northampton.

OVERALL PURPOSE OF ROLE

At Assist, marketing is about understanding people — and building awareness about how our products/services can satisfy their needs. We're looking for an experienced and versatile marketing controller to work within a small team who is hungry to do this and more. Our ideal candidate has experience developing and executing marketing campaigns while working within a team as well as external consultants. He/she will be comfortable with day-to-day marketing activities, as well as long-term strategy, thriving with tight deadlines and changing needs. If you are a people-person who loves the rewarding challenge of building a brand, we want to hear from you.

KEY ACCOUNTABILITIES

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

DAILY AND MONTHLY RESPONSIBILITIES

- Working in partnership with the creative team (internal and external), develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital and shows.
- Conceptualise and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels

- Manage and create informative engaging content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

SKILLS AND QUALIFICATIONS

- Degree in marketing, business, or related field;
- Excellent written and verbal communication skills;
- Excellent understanding of WordPress, SEO, PPC, Google Analytics and Social Media campaigns;
- Proven experience developing marketing plans and campaigns including direct mail;
- Strong project management, multi-tasking, and decision-making skills;
- Metrics-driven marketing mind with eye for creativity and attention to;
- Experience with marketing automation and CRM tools;
- Proficiency with online marketing and social media strategy;
- Willingness and ability to travel to public shows, approximately 6-8 per annum;

Find out more about us and what we do by visiting our websites:

- www.parkhomeassist.co.uk
- www.myholidayhomeinsurance.co.uk
- www.platinumseal.co.uk
- www.parkhomesearch.co.uk
- www.assistinsurance.co.uk

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