Marketing Administrator Job Description

Reporting to the Sales & Marketing Director, the Marketing Administrator is responsible for assisting the Product Managers in all areas of a marketing strategy from the development of different elements to their execution. This will include anything from assisting with market research to organising the distribution of literature, or helping to organise an event. They will also be responsible for maintaining the Biochrom website and other social media marketing tools and managing enquiries generated by visitors to the website.

Duties and Responsibilities

- Assist in writing and editing sales and marketing literature, ensuring valid, current and accurate content
- Maintain the Biochrom website and manage customer enquiries generated from the website
- Responsible for e-marketing and the Biochrom presence on other social media, such as updating the Biochrom Facebook page, ensuring search engine optimisation for Biochrom products and website, blogging etc.
- Write and distribute press releases and produce media kits where required
- Act as liaison between advertising agencies and the company, print suppliers, freelance talent, and various marketing services.
- Provide assistance in terms of logistics to events like distributor meetings, seminars, exhibitions and trade shows
- Monitor and report on the effectiveness of ongoing marketing communications activities

Person Specification

- Degree level qualification or equivalent experience in marketing, business administration or a related subject
- Excellent written and verbal communication skills are essential and good copy-writing skills, preferably in a technical / scientific context, would be an advantage
- Web maintenance / e-marketing experience, with a good working knowledge of social media marketing tools, Google rankings and search engine optimization is desirable
- Able to demonstrate product awareness and an understanding of the needs of the customer
- Able to work individually as well as part of a team
- Good time management and planning skills
- Able to meet multiple project deadlines and demonstrate good attention to detail
- Able to demonstrate knowledge of marketing principles
- Experience of Adobe Photoshop would be advantageous
- Willing to travel occasionally both nationally and internationally in support of promotional activity