



COX MAHON
SPECIALIST INSURANCE BROKERS

JOB ADVERT - MARKETING ASSISTANT (SHREWSBURY)

We are looking for a talented individual to work with the Senior Management team to implement and support a Marketing Strategy to promote and market Cox Mahon Ltd to its full potential, from planning to optimisation.

Undertaking all day-to-day marketing tasks, campaigns, and projects to ensure delivery of the Marketing Strategy.

PERSON SPECIFICATION

High professional standards, strong writing and grammar skills, articulate, experience in a customer facing role, able to work independently and come up with ideas, good organisational skills, an interest in Insurance is desirable.

KEY RESPONSIBILITIES

Develop and implement a Marketing strategy – specifically:

- Research industry related topics.
- Write clear engaging marketing copy to promote our products and services.
- Prepare well-structured drafts.
- Submit work for input and approval.
- Promote content on social media.
- Ensure brand consistency (style, fonts, images and tone).
- Update website content as required.
- Establish clear and consistent brand guidelines.
- Liaise with third parties to regularly review and analyse Google Analytics and SEO to maximise results and drive consistent traffic to the Company website.
- Maintain a flow of purposeful content on social media, identifying which platforms are to be used and utilised and monitor impact.
- Identify opportunities for Direct Marketing campaigns and implement, review, and optimise results.
- Provide detailed results of all Marketing activity to Senior Management.
- Manage the development of marketing materials such as leaflets, flyers, newsletters, e-newsletters and liaising with media, print companies and publishers as required.
- Assist with the project management of events from inception to completion.

Skills and knowledge

- At least two years' experience in a similar role.
- Demonstrate a good understanding of marketing activity including event management, social media, website administration etc.
- Advanced IT skills including Microsoft Office.
- Experience in all Social Media platforms preferably from a business perspective.

coxmahon.com

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40 St. James's Place
London SW1A 1NS

Shrewsbury Office
T 01743 366 350

New Windsor House, Oxon Business Park
Shrewsbury SY3 5HJ



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- Experience of WordPress or other website software.
- Effective verbal, written and oral communication skills.
- Excellent grammar.
- Attention to detail essential.
- Ability to analyse SEO results or work collaboratively with a third party to ensure understanding and adjustments required.
- Be creative, ideally with an interest in design.
- Excellent interpersonal skills, be able to present and collaborate with senior management.

For further information or to apply for this role with a copy of your CV please email lisa.lister@coxmahon.com

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