

JOB DESCRIPTION – DIGITAL MARKETING ASSISTANT/EXECUTIVE

Job Title	Digital Marketing Assistant/Executive		
Reports to	Marketing Manager		
Department	Marketing & Business Development		
Location	Manchester City Centre	Date of Job Description	April 2021
Purpose of the role	To assist in the planning, execution and optimisation of our online marketing efforts.		
Key Duties	<ul style="list-style-type: none"> • Assist in the delivery of the overall digital marketing strategy working on campaigns to deliver growth • Update the website using the WordPress CMS system • Plan and monitor the company presence on social media channels (LinkedIn, Twitter, Facebook/Instagram) • Manage the creation of relevant and engaging digital content for publishing onto various digital platforms using the Adobe Creative suite of tools • Monitoring and reporting on the performance of digital marketing campaigns • Conduct research on market trends, audiences and competitors, and end-to-end client journey to drive engagements and conversions • Oversee online adverts through Google Adwords, Facebook etc. to generate marketing qualified leads • Be actively involved in SEO efforts (keyword, image optimisation etc.) • Prepare online newsletters and promotional emails and organise their distribution • Ensure all financial promotions are FCA compliant and logged accordingly • Provide creative ideas for content marketing • Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team 		
General Duties	<ul style="list-style-type: none"> • Adhere to Company H&S policy • Adhere to Company Procedure and Policies at all times • Adhere desk policy and ensure work is locked away for GDPR purposes • Represent the company in a professional manner at all time • Any other duties as and when required by the company • Promote Cultures and Values both internally and externally <p>THE SENIOR MANAGER & CERTIFICATION REGIME (SM&CR) – CONDUCT RULES</p> <p>First Tier – <u>Individual Conduct Rules</u></p> <ol style="list-style-type: none"> 1. You must act with integrity 2. You must act with due care, skill and diligence 3. You must be open and cooperative with the FCA, the PRA and other regulators 4. You must pay due regard to the interests of customers and treat them fairly 5. You must observe proper standards of market conduct 		

Skills & Experience	<ul style="list-style-type: none"> • Proven experience as Digital Marketing Executive or similar role • Professional services experience is an advantage • Ability to work to strict guidelines • Good understanding of digital marketing concepts and best practices • Experience with B2B and B2C social media, Google Adwords, email campaigns and SEO/SEM • Skills in creative content writing with excellent written English and attention to detail • Experience of Adobe Creative tools is preferable but not essential • Analytical mindset and critical thinking • Excellent communication and interpersonal skills • Good planning and organisational skills, with the ability to organise and prioritise workloads. • Proactive and flexible in their approach to work and willing to go the extra mile. • Marketing qualification preferable but not essential
Education / Qualifications	<ul style="list-style-type: none"> • GCSE English and Maths (or equivalent) • A CIM qualification or willing to working towards
Reward Package	<ul style="list-style-type: none"> • Competitive Salary • 35 hours per week • 25 days holiday plus Bank Holidays. • 1 x holiday - Birthday holiday • Loyalty holidays with continued service. • Christmas Closure (need to retain 3 days from allowance) • Quarterly Bonus Scheme • Perkbox Scheme • Pension (auto-enrolment, then 5% + 5% contributions after 12 months) • Private Medical Insurance (after 12 months) • Life Assurance • Fully funded company social events – summer and winter • Generous Study/Training Program • Personal Development Plan; Quarterly 1:1 meetings and Annual Appraisal System
The Company	<ul style="list-style-type: none"> • Pareto Financial Planning Limited was founded in 2008 and are an award-winning firm of independent financial advisers (IFAS), with an established reputation for dealing in all areas of financial planning. • FTAdviser Top100 Adviser 2020 and winner of The Talk of Manchester Business Awards – Best IFA • We value our people; now employing a team of more than 50. This has led to new clients and total funds under influence being more than £800 million. • Training Academy ethos for those that want to develop their career. Company provides an excellent In-House training program for you to progress your career including a generous study scheme and Personal Development Plan. • Great atmosphere, team spirit and thoroughly enjoyable working environment. • Organised social events calendar for all who want to participate. • Good work/life balance structure in place. • Dedicated to various charities throughout North West.
To Apply	<ul style="list-style-type: none"> • Internally – Internal Application Form to HR • Externally – CV to careers@paretofp.co.uk