

Job description

Company: Oxford Universal Publishers

Department: Marketing

Title of Post: Marketing Assistant

Post Number: W07/076

Overall purpose of post: To assist with the development and implementation of the OUP’s marketing strategy in order to raise the profile of the company. Support the delivery of a range of marketing activities including communications, production of digital and printed marketing materials, events organisation and promotional activity.

Skills and experience required for post: Experience in a marketing related post with excellent creative, organisational, communication, teamwork and IT skills.

Main duties:

1. Contribute to the development and implementation of OUP’s Marketing & Communication Strategy;
2. Contribute to the creation, maintenance and production of imaginative marketing materials within the Company’s branding guidelines;
3. Assist with the development and maintenance of OUP’s website within company branding guidelines;
4. Contribute to social media accounts (Facebook, LinkedIn) to maximise the positive exposure of OUP.

Person specification

Specification	Essential	Desirable
1. Education	Undergraduate degree or relevant experience.	
2. Relevant Experience	Proven design, marketing and promotion work. Competent user of Microsoft Office, design software. Digital and online development to include designing and updating websites and setting up and managing social media accounts, Facebook, LinkedIn etc. Writing / designing for the web and social media. Experience of administrative systems and processes in particular recording and managing contact databases.	Knowledge of Adobe In-Design Software Knowledge of CMS Experience of a CRM system
3. Relevant Skills/ Aptitudes	Confident and professional manner to establish rapport with clients & colleagues. Good standard of spoken English, speaks clearly and confidently, able to present to and network with internal and external stakeholders. Demonstrable written communication skills in English for example, writing and editing marketing copy. Strong attention to detail when writing copy and carrying out administrative tasks. Ability to work flexibly and co-operatively in a team and across the wider company. Ability to act on own initiative and demonstrate problem-solving skills.	



Jane Schiller

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Final year English and Music undergraduate with marketing experience within a publishing company. Experienced in developing digital platforms such as company websites and social media to increase outreach. Previous work has included designing and creating print material using Adobe InDesign and Photoshop. Seeking the position of Marketing Assistant at Oxford Universal Publishers.

Education

Oxford Brookes University 2016– 2019

BA (Hons) English and Music, 2:1 predicted

Ampleforth College, York 2009 – 2016

A Levels: English (B), German (C), Music (A)

AS Level: History (C)

GCSEs: 8 grades A* - C

RELEVANT WORK EXPERIENCE

Publishing Co January 2018 - present

UK Marketing Assistant

Duties and skills:

- **Creativity:** creating and designing posters within company branding guidelines using Adobe InDesign and Photoshop.
- **Written communication:** composing letters and writing copy for e-shots to clients. This includes discussing content with my manager to ensure the appropriate tone and language is used in our communications.
- **Administration:** visiting prospective venues in the UK, liaising with event coordinators and representatives, and analysing survey results.
- **IT skills:** creating and updating the marketing internet page, providing administrative support to the sales and marketing teams, and dealing with enquiries by email and phone.
- **Attention to detail:** managing lead data and the contact database. This includes updating contact information and company addresses to promote our events and invoicing.
- **Organisation:** sourcing advertisement opportunities through local and national communications such as newspapers, online advertisements and radio. Creating a spreadsheet to compare prices against outreach possible and target audience.



OTHER WORK EXPERIENCE

Amateur Orchestra

September 2016 - September 2017

Concert Manager

Duties and skills:

- **Advertising:** creating and distributing posters, sending emails, and creating programmes for each concert on a weekly basis.
- **Networking:** liaising with musicians about set length and finding out biographies for programmes.
- **Initiative:** arriving early to set up chairs and equipment and ensuring each performance does not overrun. Notifying staff in advance about pending concerts.
- **Oral communication:** presenting musicians to the audience and notifying the audience of upcoming events.

Tesco Oxford

May 2015 - October 2015

Food Service Assistant

Duties and skills:

- **Problem-solving:** dealing with special customer requests in often a short period of time involved calling both head office and other stores in the area to source stock on a limited time scale.
- **Teamwork:** training new starters as well as leading a sub-section team on Sundays in the absence of my line manager.
- **Responsibility:** setting up and closing down sections; working alone on sections when required and taking stock counts.

I.T. Skills

- Very competent with computers and databases including CRM systems.
- Particularly familiar with Word, Excel, PowerPoint, InDesign and Photoshop.
- Experienced in managing company social media accounts including: Facebook and Instagram

Languages

- English native.
- Fluent in German, written and spoken.

Interests and Achievements

- **Writing:** write for Oxford's 'Daily Info' (www.dailyinfo.co.uk/reviews).
- **Music:** play drums in local bands and record music at home.
- **Sport:** member of the university basketball team; school captain of the girls' hockey teams.
- **Charity events:** raised £2000 for a Ugandan village by walking 550km from Uganda into Kenya with a group of 100 volunteers.

REFERENCES AVAILABLE ON REQUEST