

Job Description

Job title:	Creative Marketing Assistant
Department:	Marketing
Location:	Manchester
Reports to:	Head of Marketing
Salary:	Up to £25k – Dependent on experience.

At Bridge Insurance Brokers Limited we have 50 years of experience and insurance know-how, spanning a wide range of specialist sectors. We employ remarkable people who go out of their way to deliver what our customers need. We are committed to promoting a culture of honesty, integrity, and personal responsibility to make sure our team consistently deliver exceptional standards of work.

Overview

Working within our Marketing function to produce and deliver a wide range of internal and external marketing communications, across a range of channels with exposure to digital marketing, website development, social media, customer experience, internal communications and management of our new intranet.

Key responsibilities

1. Creation and deployment of e-mail templates, web development and creative/graphic assets – using e-mail service platform - to clients, prospects, partners and colleagues. (With some foreseeable data management exposure.) Monitor active marketing campaigns and develop ways to improve future campaigns.
2. Collating and reporting on a wide range of marketing campaign metrics with collaborative input on optimisation.
3. Basic editing of Wordpress websites, with an eye for UX improvements and performance developments. (Including the use of Google Analytics and SEO techniques)
4. Basic graphics production using creative platforms such as Canva or Adobe
5. Collaborate with specialists to produce intranet articles and resources, with involvement in development of the platform and supporting mobile app with our external software partner
6. Liaising with external marketing partners such as printers, designers, PR, brand and digital in the production and fulfilment of marketing projects.
7. Copy writing and proofreading print and digital communications and ensuring relevant Compliance approval where required.
8. Planning content and tactical campaigns when assisting in the delivery of the wider marketing plan with an emphasis on ROI, budget management and continuous improvement.

Manchester: Cobac House, 14-16 Charlotte St, Manchester M1 4FL

T: +44 (0)161 236 6969

London: 65 Leadenhall Street, London, EC3A 2AD

T: +44 (0)203 928 1200

enquiries@bridgeinsurance.co.uk | bridgeinsurance.co.uk

The successful candidate is likely to have the following skills, attitude and experience

- Educated to “A” level or above with GCSE Maths and English.
- Recognised marketing qualifications in the form of a degree, CIM or IDM are certainly advantageous, however applications from those with credible experience will be considered.
- At least 2 years of recent, demonstrable creative marketing experience.
- Financial services / regulated environment experience is not essential, but certainly useful.
- Ability to effectively liaise, influence and communicate with a range of stakeholders.
- A good team player, but able to work independently when required.
- Conscientious and self-motivated, with an excellent eye for detail.
- Outgoing, professional attitude and outstanding communication skills.
- Highly computer literate, “digital first” mindset and completely competent with Microsoft Office amongst an array of digital and creative platforms.

How to apply

Please send your CV and covering letter to marketing@bridgeinsurance.co.uk (Closing date for entries is 5pm on Monday 31st May 2021)

No agencies please

We have no foreseeable plans to add to the carefully selected roster of agencies with whom we have worked for many years, so please do not call or email if you are a recruitment agency.

We do not accept unsolicited agency CV’s and are not responsible for any fees related to unsolicited CV’s.

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