

# Roxhill Media

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<u>Job title:</u>	Marketing Assistant
<u>Reports to:</u>	Executive Director Marketing
<u>Salary:</u>	up to £29,000 per annum
<u>Location:</u>	Bank (WeWork building), City of London

## **Roxhill Media – Our History**

Roxhill's media database platform is the next-generation of media intelligence. It is sold to Company communication teams and PR or media agencies across the globe, who use it to facilitate effective communication with the journalist communities.

Roxhill was created just over five years ago by the PR and media database veteran Alex Northcott. Alex spent the early part of his career working as the PR Director at Morgan Stanley, however he is best known as the founder and CEO of the original digital media database, Gorkana from 2003-2011. After he sold Gorkana, he spent a few years in charitable work for Help for Heroes. He then decided it was time to return to the PR world. Fusing together a clever combination of tech and Media data, Alex launched Roxhill in 2015. ([www.roxhillmedia.com](http://www.roxhillmedia.com))

## **The Role:**

This role is an exciting opportunity for an ambitious person who enjoys developing and executing creative marketing campaigns. You will work with the marketing team to develop, plan, and execute promotional campaigns for both the UK & USA markets.

You will ensure marketing campaigns target the right audience and convey a consistent brand message across all marketing touchpoints.

## **Responsibilities will include:**

- Support the marketing team in the creation and execution of campaigns
- Create web pages, email templates, banners and other promotional materials to support campaign delivery
- Develop social media content to support ongoing marketing campaigns
- Lead all advertising and partnership activity across various platforms and vendors. Must have the ability to create, test and optimise ad copy and creative
- Ensure all communications are accurate, on brand, and consistent with marketing positioning and key messaging
- Work with the design team to manage the design process and ensure smooth delivery of marketing and sales collateral
- Maintain and update marketing campaign data and leads generated from all marketing related sources
- Work with the CRM team to understand data, champion best practice and ensure data entry standards are met
- Manage all marketing-related business processing such as invoicing, vendor management etc.

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## **What we are looking for:**

We are looking for someone who has a passion for marketing, wants to be part of a dynamic and fast-paced team, and has experience working in a similar marketing role, ideally with a knowledge of CRM and Marketing Automation platforms.

## **The ideal candidate will also possess:**

- Marketing certification and/or degree
- Previous experience of B2B marketing
- Ability to work independently and manage own projects and timelines but also able to work effectively as part of a team
- Able to think critically, innovate, learn & improve from campaign to campaign
- Excellent copywriting and proofreading skills and a strong attention to detail
- Familiarity with a variety of marketing technology tools, including CRM and Marketing Automation (preferably HubSpot) platforms
- Understanding of B2B lead capture, nurture, and conversion processes
- Experience with CMS (WordPress), Google Analytics and AdWords, Social Media advertising platforms
- Office – Word/ Excel/ PowerPoint

## **In addition to the usual perks, we offer:**

- Friendly & open working environment
- Hybrid working
- Commission / bonus scheme
- Pension Scheme
- Enhanced family leave scheme
- Weekly schedule of online fitness classes
- Cycle to work scheme
- WeWork discounts across Gym membership (50%) as well as many retailers
- Regular team learning / socialising opportunity