

**Langford Veterinary Services  
Job Description**

**Job Title:** Marketing Assistant

**Reports To:** Marketing Manager

**Job Purpose and Key Responsibilities;**

- To support the Marketing Manager in the delivery of marketing activities across all areas of the business
- To produce high quality marketing materials that are on brand and support the company strategy across print and digital, as well as supporting experiential activity
- To produce promotional materials for services, offers and events, including leaflets, posters, emails, newsletters, social media and advertising
- To support our CPD Events Coordinator in delivering excellent events, (may include occasional weekend or evening work by prior-arrangement)
- To provide support for maintaining the content on the company website and social media channels
- Maintain the company photo library and manage new requirements for images, developing brand image guidelines and sign-off process
- To ensure marketing and branded materials are kept up to date and in stock
- To support the implementation of brand guidelines across the business
- Carry out all other reasonable duties as requested by your Line Manager
- To work positively and proactively, with a key focus on customer service both internal and external
- To be a flexible and adaptable team member who is able to conciliate, and work with a wide variety of people in a friendly and professional manner at all times

## Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively.

Criteria	Essential	Desirable
<p><b>Relevant experience, Skills and Knowledge</b></p> <ul style="list-style-type: none"> <li>• Experience of working within a marketing role or team</li> <li>• Competent in Microsoft Office</li> <li>• Basic skills in design software including Photoshop, Illustrator and InDesign</li> <li>• Experience in photography, filming and editing</li> <li>• Experience of CMS and web graphics</li> <li>• Demonstrate an ability to work on a number of projects at the same time to meet deadlines</li> <li>• Excellent customer service skills and professional manner</li> <li>• Positive problem solver</li> </ul>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>
<p><b>Relevant Qualifications</b></p> <ul style="list-style-type: none"> <li>• A graduate or business experience in marketing or a communications related discipline</li> </ul>		<p>Yes</p>
<p><b>Communication and Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent attention to detail</li> <li>• Excellent organisational/ time management skills</li> <li>• Excellent verbal and written communication skills</li> <li>• Strong teamwork skills</li> <li>• Empathic and sensitive communicator</li> </ul>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	
<p><b>Additional Criteria</b></p> <ul style="list-style-type: none"> <li>• Eligibility to work in the UK</li> <li>• Flexible Approach to work</li> <li>• Interest in advancing own qualifications</li> <li>• Happy to interact with animals in order to fulfil Marketing tasks e.g. Photography, social media etc. (including cats, dogs, horses and farm animals)</li> </ul>	<p>Yes</p> <p>Yes</p>	<p>Yes</p> <p>Yes</p>