

Job Description

Job Title: Marketing Production Assistant
Job type: Permanent, full-time
Hours: 9am–5.15pm, Monday to Friday
Location: Edgbaston, Birmingham
Reporting to: Business Unit Director Mica

Mica is a co-operative group of independent retailers in the DIY, Home & Garden trade, working for the benefit of its members in a range of ways including group buying, marketing and instore support. Originally setup from a South African model in 1996 the company is now a division of the British Independent Retailers Association, giving the group access to greater depth of resources and services for its retailers. The cooperative is a stalwart of the independent sector with stores in all four nations of the United Kingdom.

Summary and purpose of role

Working on a variety of marketing campaigns, you'll take the lead in the day-to-day creation and implementation of the marketing plan for Mica. You'll be pro-active, enjoy variety and work creatively within the scope of the Mica brand.

Key responsibilities

1. Oversee the day-to-day implementation of the Mica marketing plan taking responsibility for deadlines and targets
2. Produce traditional & digital marketing material such as point of sale
3. Produce content, copywriting, editing and planning the distribution of promotional materials, including brochures, blogs and marketing copy
4. Website content management
5. Event planning
6. Company newsletter, and interim digital updates
7. Bespoke copywriting including press releases
8. Any other duties which may be required from time to time consistent with the role outlined.
9. Actively support good communication practices within your work and promote and maintain good teamwork.
10. Be aware of and comply with the rules relating to your employment as detailed in the staff handbook.
11. Be aware of and comply with the Health & Safety regulations.
12. Be aware of and comply with the Fire Regulations.

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A good level of general education including 5 GCSES's including Maths and English. 	
Experience	<ul style="list-style-type: none"> • Demonstrable working experience in a marketing department or marketing related field • Experience of using Photoshop 	<ul style="list-style-type: none"> • Experience of working within a membership organisation • Knowledge of DIY industry / products • Understanding of common & effective social media strategies
Skills & Abilities	<ul style="list-style-type: none"> • Excellent copywriting with a high level of accuracy and attention to detail, • Ability to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes • Good Organisational skills with an ability to multi-task and meet deadlines • Skilled in Microsoft Word, Excel and PowerPoint • Accuracy and an eye for detail • Good communicator including excellent telephone manner and the ability to engage and build good working relationships at all levels. • Ability to work on own initiative • Up-to-date with the latest trends and best practices in marketing and measurement 	<ul style="list-style-type: none"> • Knowledge of MS Access & Adobe programs other than Adobe (Indesign, Illustrator) • Good understanding of Social Media
Personal Attributes & Characteristics	<ul style="list-style-type: none"> • Creative flair with an eye for a good idea • Friendly, confident and approachable. • Proactive and self motivated • Enthusiastic and willing to support the wider team • Strong work ethic • Willingness to learn new skills and develop the role 	

Additional Requirements		
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