



MARKETING & CUSTOMER SERVICES ASSISTANT JOB DESCRIPTION

Job Title: Marketing & Customer Services Assistant
Responsible to: Commercial Development Manager
Salary Points: 23-28 (£20,532 - £23,796) pro rata
Hours: 21-28 hours per week, normally between 9am and 5.30pm.
Exact structure of hours to be agreed. Flexibility is required as additional hours and some weekend work will be required.

MAIN OBJECTIVES

The person will combine nutritional therapy expertise and industry knowledge with marketing and e-marketing skills to raise the profile of the charity, its aims and products. This is a public facing role that requires enthusiasm and drive.

MAIN DUTIES

- Writing and amending copy for internal and external communication including the website, monthly Enewsletter, advertisements, brochures, free newsletters.
- Coordinating the production of internal and external communication – liaising with writers, publisher, advertisers, graphic designers and printers
- Developing and maintaining ION's e-marketing presence, including website, Facebook and Twitter
- Maintaining the website by writing, editing and proofreading content and proactively monitoring content to ensure it remains interesting and up to date
- Monitoring and reporting on web usage, and effectiveness of marketing campaigns
- Administering the membership/subscription system, including producing welcome letters/emails, renewal reminders, handling queries
- Ensuring the timely fulfilment of purchases of the Home Study Course.
- Organising external and internal events, including planning, budgeting and liaison with service providers, attendees and staff
- Participating in/attending internal and external events as required (may include weekend or evening working)
- Following up any enquiries and potential leads on any and all courses, and other ION services and products, responding with appropriate & accurate information in a friendly, efficient and effective manner.
- Liaising with the Finance Assistant regarding payments
- Monitoring customer feedback and identifying areas where customer service and therefore retention of customers could be improved.
- Assisting in the purchasing and preparation of catering for meetings and Open Days

Other duties will be allocated commensurate with the position and as a result of changes and/or development in the courses, business and/ or organisational structure.



Ongoing training and development will be incorporated into this role.

PERSONAL QUALITIES

- Personal interest in natural health
- Excellent telephone manner
- Excellent communication and written skills
- Friendly and approachable
- Proactive, mature and flexible “can-do” attitude
- Excellent attention to detail
- Willingness to support other members of the team as and when required
- A good sense of humour
- Flexibility in approach to work and hours
- Willingness to participate in the ongoing development of ION through staff development and training as appropriate.
- Shows enthusiasm, flexibility and commitment

SKILLS REQUIRED

- A qualification in nutritional therapy or similar
- A background in marketing or journalism is desirable
- A multi tasking aptitude is a pre-requisite for this post
- Must be numerate and good working knowledge of Microsoft Office 2007 (Excel, Word, Powerpoint and Access)
- Some experience of InDesign and Photoshop would be an advantage
- Good level of general education especially in English
- Excellent organisational skills
- Ability to self motivate and work calmly under pressure
- Ability to prioritise and refer as appropriate

ION operates an equal opportunities policy and no terminology in this job description is intended to discriminate on the grounds of age, race or gender.