



Job Description

Job Title	Marketing Assistant
Grade	Technical and Administrative Support 1
Directorate	Business Services
Line Manager	Marketing Manager (Digital Outreach)

Overall Objective of job

To work closely with the marketing team to support their day-to-day activities in line with BDA's marketing strategy and operational plans.

Main duties & responsibilities

- **Email marketing:**
 - Build, test, and schedule email campaigns
 - Liaise with external teams to gain approval for email campaigns
 - Perform A/B tests to optimise email performance
 - Dispatch event confirmation emails upon request
 - Proof the dynamic content data builds.
- **Social media marketing:**
 - Create and curate engaging content using Adobe Photoshop for Facebook, Instagram, LinkedIn, and X
 - Write copy for social media posts
 - Monitor social media channels and respond to messages as required.

General marketing duties

- Resize imagery using Photoshop
- Maintain and update reporting dashboards
- Assist the marketing team with ad-hoc requests as needed.

The following skills and attributes are essential:

- Proven experience of email marketing (e.g. A/B testing, dynamic content, segment creation)
- Proven experience in social media marketing (content creation)



- Excellent attention to detail and accuracy
- Strong organisational skills and ability to manage multiple campaigns simultaneously
- Ability to prioritise workload and meet multiple deadlines
- Strong IT skills, including proficiency in Microsoft Office Suite
- Excellent communication and copywriting skills
- Ability to work well individually as well as part of a team.

Desirable

- Experience with marketing automation platforms, preferably DotDigital and StatusBrew
- Comfortable working with statistics
- Experience of using Adobe Photoshop (working with layers)
- Degree in marketing and/or interest in digital marketing industry trends
- Experience of working in a membership organisation or withing the medical/dental sector.