

HOPE CAPITAL

JOB DESCRIPTION

JOB TITLE:	Marketing & Sales Assistant
DEPARTMENT:	Marketing/Sales
REPORTING TO:	Senior Marketing & PR Executive
LOCATION:	Office based (hybrid and flexible start/finish times)
WORKING HOURS:	37.5 Hours
SALARY:	Competitive
CLOSING DATE:	30th June 2024

ABOUT THE ROLE:

To support the marketing and sales functions, in identifying new business, monitoring consumer trends, and supporting the marketing team.

Reporting to the Senior Marketing & PR Executive, you will assist in coordinating the delivery and analysis of sales engagement campaigns across our product portfolio. Playing a key supporting role in planning the campaign calendar and delivering engaging sales campaigns and marketing collateral to ensure business objectives are met.

WHAT YOU'LL BE DOING (CONTINUES ON NEXT PAGE):

GENERAL

- Support the Head of Marketing & Communications, Senior Marketing & PR Executive, Head of Sales, and relevant teams to define and implement the annual marketing, PR, and event strategy.
- Stay up to date with industry trends and best practices.
- Undertake competitor research on a regular basis to identify new opportunities.
- Effectively manage and develop our customer database including the customer journey.
- Help to deliver the best customer experience through our values.
- Provide event support internally and externally in the form of finding venues, travel and hotel bookings, internal planning, and communications.
- Support the Senior Marketing & PR Executive with day-to-day marketing duties, such as content preparation, social media scheduling and email campaign support.

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WHAT YOU'LL BE DOING: (CONTINUED)

PUBLIC RELATIONS

- Identify potential good news stories, case studies and feature opportunities.
- Support the production of monthly PR reports.
- Stay up to date with PR and industry trends and best practices.
- Reading and monitoring trade and consumer magazines on and offline for client content and developing sector specific knowledge.
- Support and organise various public relations activities, in the form of articles, blog posts, comment pieces and case studies.
- Prioritise regularly inspecting the market to understand what our competitors are focusing on including product launches, rate changes etc.
- Measure and produce reports on PR KPIs and the success of each PR campaign.
- Liaise with marketing team to ensure consistency in promoting corporate image.

SOCIAL MEDIA

- Regularly monitor social media followers.
- Develop engaging social media strategies and campaigns with the support of the marketing team.
- Manage social media platforms of the business.
- Monitor social media metrics and ROI.
- Prepare social media engagement and activities reports.
- Work with Graphic & Web Designer to suggest and contribute to social media marketing, as well as, content creation, and marketing material creation using non-traditional methods i.e. TikTok.

WHAT YOU'LL NEED:

- Ideally 1+ years' experience within a sales/marketing environment.
- Experience with CRM software.
- IT literate with strong Microsoft knowledge.
- Excellent administrative and coordination skills, ideally from a sales and/or marketing environment.
- Confident in reviewing and summarising data to support projects.
- Good organisational skills in managing your time, workload, and priorities.
- Professional and friendly manner, with the confidence to receive constructive feedback.
- Ability to work on multiple projects simultaneously and deliver on time.
- Friendly, approachable and a team player.
- Strong organisational skills.

NICE TO HAVE:

- Experience within a marketing or sales role.
- Marketing/communications qualification is advantageous.
- Willing to learn and upskill in a fast-paced environment.
- Previous experience in a fast-moving finance company within the regulated or unregulated business.

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WHAT WE EXPECT:

- For all our team to be aligned and support our company vision, mission, and values.
- To champion our company values of integrity; flexibility; collaboration; continuous improvement and customer focused.
- To work together to support one another, our business and all our stakeholders with the ultimate aim of growing our business and being the best in what we do.
- To be flexible and work to a hybrid model of office and home working, but to attend the office additional days as and when required, given reasonable notice.
- Fulfil the need to travel or attend events, working irregular hours including weekends as required as a Hope Capital representative.

Hope Capital is run on strong family values with an ethos of doing the right thing:



Integrity



Flexibility



Collaboration



**Continuous
Improvement**



**Customer
Focused**

my
hope

Building a highly successful bridging loan company isn't enough. Our people are our top priority, and that's why in 2022 we launched #myHOPE, our wellbeing & benefits portal designed for the individual's at the heart of everything we do - our staff. We're not just doing this because it's the right thing to do. We're doing it because we're proud to have a highly dedicated, loyal, and talented team that lives our values, and shares our vision. We know that seeking out diverse talent and creating an inclusive workplace is the way to create exceptional, innovative products and services for our customers. That's why we encourage applications from people with diverse backgrounds and experiences to join this multicultural, hard-working team.