

## Job Description: Website and Marketing Officer

Permanent

Full Time

Location: Irlam

Reports to: Website and Marketing Manager

Salary: £15,000

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### Overview

The way that we communicate with people is one of the most important things to get right. It is vital that our customers have the right information, in the right place, at the right time and that our reputation as a dynamic, forward thinking company is reflected in everything that we present to the outside world.

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### Key responsibilities

- Working within the Marketing department, you will assist in the development of various marketing resources, and have basic knowledge of:
  - o Social media (Twitter, Facebook, LinkedIn, Instagram and Google+)
  - o Newsletter management
  - o Content writing
  - o Press releases
  - o Blogs
  - o News stories
  - o Research
  
- Write and regularly refresh front end website content to reflect current TQUK messages and progress
  
- Manage social media platforms including Twitter, Facebook, Instagram, Google+ and LinkedIn

- Liaise with external creative team members to produce high quality marketing materials that properly represent TQUK
- Assist on the production of compliant and TQUK branded specifications and other qualification supporting documents; making documents available in line with regulatory requirements
- Assist in the building and writing of tender opportunities

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### Other responsibilities

- Actively seek opportunities to promote TQUK
- Maintain an understanding of the regulations which apply to advertising of TQUK services and terminology that should be used
- Play an active role in encouraging the TQUK team to adopt the personality and tone of voice of the company

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### Key requirements

- Experience of managing social media accounts
- Experience of maintaining a front and back end website
- Experience of writing topical and engaging blog/news content
- Excellent written English skills.

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### Key characteristics

You need to be the type of person who:

- Has creative flair and takes pride in their work and strives for perfection
- thinks outside the box and isn't afraid to try new ideas
- enjoys working responsively and in a fast paced environment
- has a strong sense of what is aesthetically pleasing
- is willing to learn and actively seeks opportunities to develop professionally