

Marketing Assistant – Digital Agency

South Manchester – Permanent full-time position – £18-23k depending on experience.

We are looking for a **B2B marketing professional** with a passion for technology who wants to make their mark in the lead generation market.

mmadigital is a customer acquisition agency – engaged with UK law firms and other professional services businesses – generating new enquiries utilising proprietary technology together with digital marketing and marketing channel expertise.

Due to rapid growth this position has opened up to assist the Director of Marketing Performance in the delivery of the B2B marketing plan, where **you will be involved in** campaign development, content creation, managing the company's website (incl. Google Analytics), email marketing, social media, promotional events, and tracking the return of marketing investment through our CRM system

Essentially you will have the opportunity to be part of and learn all the different methods of marketing the company executes to attract and retain new client accounts for mmadigital. This is a fantastic opportunity to develop and grow within a creative environment.

To qualify for this position, you must have:

- At least 1 year's experience in marketing;
- A qualification in marketing;
- Experience of managing a website and social media accounts;
- Experience of using a CRM system and email marketing platform;
- Competence in using Microsoft Word, PowerPoint & Excel;
- Excellent attention to detail and written English;
- A genuine interest in lead generation, helping clients to achieve their own growth targets.

What do you get?

- You will have the opportunity to be of part of a business that is pushing the boundaries in the lead generation market;
- You will learn a range of different marketing skills from industry professionals within a small dynamic team;
- You will get take ownership of sections of the company's marketing;
- You will have the freedom to put your ideas forward within the existing team;
- You will be part of the development and creation of the company's brand and success.

If you have a passion for B2B marketing and are driven to learn, develop and deliver outstanding marketing campaigns through innovative, data-savvy decisions, then please apply.

Please send a covering letter highlighting examples of marketing content you have produced & your CV to rob.macfarlane@mmadigital.co.uk or call us on 0161 452 0311 for more information.