



Commercial Marketing Assistant

Person Specification

	Essential	Desirable
Experience	A minimum of 1 year experience working in a marketing department.	Previous experience working in a commercial marketing setting.
	Proven experience of using Adobe Creative Cloud, specifically Adobe Photoshop, Illustrator and InDesign.	Experience of using Adobe Premiere and Adobe Animate.
	An aptitude for database administration and an understanding of CRM.	
	Experience of creating email marketing campaigns and reports.	
	An understanding of website content management systems.	
	Proven experience of developing interesting and relevant student facing content, across a number of different social media channels.	
Skills	Demonstrate excellent communication and interpersonal skills.	
	PC literate – particularly in website management and database administration.	
	Can work under pressure and to deadlines and is flexible in approach to workload.	
	Excellent understanding of the communication channels available and media mixes, and how best to communicate in them.	Passionate about customer needs and pays attention to detail.
	Knowledge of strategic marketing and promotional PR techniques.	Understanding of B2B Marketing.
	Demonstrable knowledge of the promotions and advertising industry.	
	Excellent knowledge of using data/analytics to inform campaigns.	
Qualification	A Level or equivalent.	Degree level qualification.

Other		Understanding of the Higher Education Sector, Loughborough University and Loughborough Students' Union.
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