

## POSITION DESCRIPTION

### COMPANY/POSITION OVERVIEW

Do you have the drive, commitment and enthusiasm to work in the fast-moving mobile telecommunications industry for a unique partnership of two of the worlds' largest telecommunications companies?

Airtel-Vodafone is a mobile only provider and we offer innovative, world class mobile telecommunications products and services to a range of retail and business customers across the Channel Islands.

It's an exciting time to be joining the business with the arrival of new technologies such as 5G. This is a diverse role with an opportunity to develop skills in all areas of marketing communications and progress within the company.

The marketing assistant will work closely with sales, marketing and customer service teams to support and help deliver the company's marketing communications strategy.

### POSITION DETAILS

<b>POSITION TITLE:</b>	Marketing Assistant

<b>SALARY</b>	Commensurate with experience
---------------	------------------------------

<b>PURPOSE OF ROLE</b>	Marketing communications and administration
------------------------	---------------------------------------------

<b>LOCATION:</b>	Jersey
------------------	--------

<b>NORMAL HOURS</b>	37.5 hrs per week / 5 days per week
---------------------	-------------------------------------

<b>REPORTS TO:</b>	Head of Sales & Marketing
--------------------	---------------------------

<b>DIRECT REPORTS:</b>	None
------------------------	------

<b>KEY INTERNAL RELATIONSHIPS:</b>	Customer Service Department, Sales, Finance and Legal
------------------------------------	-------------------------------------------------------

<b>KEY EXTERNAL RELATIONSHIPS:</b>	3 <sup>rd</sup> party suppliers, inc Print, Marketing Agency, Media
------------------------------------	---------------------------------------------------------------------

### KEY RESPONSIBILITIES:

- Management and update of all marketing touchpoints and collateral in line with promotional plan, eg printed material, advertising and website (via CMS)
- Maintain and monitor company and external social media sites in line with promotional plan, including answering customer queries
- Opportunity to develop writing editorial and advertising copy skills – including blogs
- Maintain, manage and update workflow status with external marketing agencies
- Co-ordinate launch of new marketing campaigns including administrative duties and preparing documentation for new products configuration and launches, as well as product testing.
- Manage digital marketing campaigns, eg email, social media
- Assist in the implementation of promotional/ community event programmes in line with marketing strategy
- Sim packaging and inventory co-ordination with front end teams
- Monthly update of competitor activity and industry news
- Delivery of training to front end staff upon launch of new products and services, including FAQ's and scripts
- General marketing administration duties

## EDUCATION & EXPERIENCE

The Marketing Assistant will **ideally** possess the following qualifications and levels of experience:

- Graduation desirable
- Marketing qualification preferable
- Understanding of digital marketing channels and experience running online campaigns, EG Google and social media advertising
- Copywriting for advertising/editorial
- Experience in the telecommunications sector
- Experience of website CMS
- Highly organised, excellent attention to detail, with ability to work independently

## APPLICATION

Please send your CV and covering to note to our head of HR, Amanda Vye – [Amanda.vye@airtel-vodafone.com](mailto:Amanda.vye@airtel-vodafone.com)

Minimum 5 years residency in Jersey is required for this role.