

JOB SPECIFICATION

Position: Marketing Administrator (Student Placement)
Department: Marketing
Reports to: Marketing Executive
Location: Vauxhall, London
Duration: Minimum of 3 months
Remuneration: £2=A310 for lunch/day also Travel Card(Zone1-2)
Hours: 9am to 5.30pm (1hour lunch break)
Start date: August 2011

The Organisation: Touch Local

Touch Local is the UK's fastest growing online business directory publisher and provider of small business online services. Servicing over 300,000 UK small businesses, Touch Local aims to educate and support UK small businesses about the power of the internet, and help them to manage their budget to get results from the web.

The majority of the communications with our SME business base is via outbound email campaigns we send over 1 million emails each month with varying calls to action to stimulate response from our SME base and then drive telephone follow up from our 200 + sales team.

The Role:

Are you a student looking to acquire some valuable experience of a graduate looking to pursue career in Marketing? Then this role is ideal for you.

The Marketing Department at Touch Local is looking to recruit an intern in our Head Office to support the team in our day-to-day activities. The primary emphasis of the Marketing placement role is the effective planning, fulfilment, execution and analysis of marketing activity, with a primary focus on supporting sales, client acquisition and retention.

This is an exciting, busy and varied role in a fun team that is fundamental to the on-going success of Touch Local. This is a fantastic opportunity for a candidate that is looking to work within marketing and start their career in a well established, reputable and professional organization.

£2=80=83

Job Purpose:

Reporting to the Marketing Manager, the Marketing Administrator will be responsible for the following Main Tasks:

- £2=80=A2 General Administrative tasks
- £2=80=A2 Database management: To update and monitor the data regularly
- £2=80=A2 Support the team with managing email marketing campaigns by:
- £2=80=A2 Copywriting
- £2=80=A2 Testing
- £2=80=A2 Launching

- =E2=80=A2 Reporting
- =E2=80=A2 Manage the social networking activities
- =E2=80=A2 Carrying out internet research
- =E2=80=A2 Contribute in editing the monthly corporate newsletter
- =E2=80=A2 Produce powerpoint presentations, flyers and other marketing collateral
- =E2=80=A2 Undertake ad hoc marketing projects as required

Key Skills:

- =E2=80=A2 Dynamic and a self starter
- =E2=80=A2 Competent user of Microsoft Office (Excel, Word and Power Point)
- =E2=80=A2 Excellent command of written English and the ability to write accurately and creatively
- =E2=80=A2 Highly motivated & customer focused
- =E2=80=A2 Ability to cope well under pressure
- =E2=80=A2 In addition, the role requires excellent attention to detail and proficient use of Excel.

Education : 1st, 2nd or 3rd year student in business studies.

Application Instructions:

Should you be interested in the above position, please email your CV along with a brief cover letter outlining your suitability for the role to ivelina.arabadzhieva@touchlocal.com