

Marketing Assistant

Are you looking to be part of a growing business in which you can make a massive impact through your marketing message to transform the lives of our clients and community?

Do you enjoy the challenge of striving to achieve goals?

Do you love information-based direct marketing and nurturing relationships with people to help them?

Are you process driven and keen to play a vital role in developing systems and procedures?

If this describes you, we have a position you will love. And it comes with an emphasis on personal and professional growth and development, an opportunity for you to expand your skills with the backing of an international group of businesses. Should you come on board with us, we will empower you to help our clients and community 'make good decisions about their health' allowing them to achieve their dreams and aspirations.

Sounds good? Want to hear more?

The Role:

We are looking for a full-time digital marketing assistant to help us grow the revenue of Chiswick-Physio.

The mission of the marketing assistant will be to implement, improve and report on the various marketing campaigns, systems and assets for our clinic. Success in this role will be measured on correct and on-time implementation, upkeep and management of all marketing collateral, campaigns and systems, as well as the meticulous upkeep of our database and CRM.

In this role you'll create and implement both digital marketing campaigns on social media as well as email and face to face.

We are looking for someone who understands digital (specifically Facebook & Instagram) and social media marketing. You must be a competent writer, and equally as passionate about email marketing and be able to reproduce the same content across the multiple platforms congruent to those platforms. This is a great opportunity for someone who wants to hit the ground running with their marketing career.

YOU MUST HAVE EXPERIENCE IN MARKETING and working with external suppliers such as graphic designers, printers, copywriters and web designers. You also must be able to work in a fast-paced environment and demonstrate extraordinary attention to detail. Please **ONLY** apply if you have experience in managing various marketing projects, both online and offline, for a small business.

If you **LOVE** marketing and want to broaden your experience and skill set and you want to join a team that works together, appreciates and supports each other and **ENJOYS** hard work, then we need to talk.

Who we are:

Chiswick-Physio is a clinic in West London that has experienced rapid growth in the last few years.

This rapid growth would not have been possible without the team culture that has been created at Chiswick Physio by the staff. Our staff love coming to work and view it as a place to learn and grow, and it's a place that our clients look forward to coming back to.

Chiswick-Physio is a non-traditional Physiotherapy practice focused on helping people make the best decisions for their health while creating a positive experience in the process. We help people in their 40's to 60's be more active, healthy, and mobile - without the use of medication, procedures, or frequent medical appointments.

We are looking to add someone to our team who can contribute to and add value to the services we provide. We are offering you an opportunity to help us continue to grow and provide a world class customer experience that goes well beyond what is experienced at most health care facilities. The right person is likely to have been working in a marketing role with a track record of proven lead generation, nurturing a cold audience into happy clients.

This is an awesome opportunity for someone who:

- LOVES MARKETING and wants to broaden your experience and skills.
- Want's to work at a company where they can LEARN about all aspects of marketing, including online and offline campaigns, CRM implementation, list building, social media marketing, print production and more.
- Is extremely detail-oriented and appreciates people who take an organised, systematic approach to achieving success.
- Likes the idea of working for a smaller (but growing) company where their ideas and contributions directly impact the company's success, direction and growth.
- Is a quick, self-motivated learner who wants to work for a company that will invest in their education.
- Want's a position that will offer upward earning and career advancement; we want people who are interested in growth, learning and becoming part of our team long-term.
- Demonstrates tenacity and willingness to go the distance to get something done.
- Can spot potential opportunities for the business. We are looking for a true marketing expert, not someone who only implements, but also has strategic ideas relevant to our ideal client

Responsibilities and Activities:

- Provide weekly marketing reports to the clinic owner of leads generated, the source of those leads, cost per lead, sales closed, conversion percentages and ROI.
- Create and manage various campaigns in the company and its CRM.
- Create, update and manage the company's social media sites.
- Implement weekly prospecting campaigns, both online and offline.
- Manage the inbound lead cleaning and follow-up process to ensure all inbound leads are qualified, cleaned, tracked and followed up on according to our follow-up process.

- Manage the company's website to ensure links and forms are working and accurate.
- Build, maintain and optimise Google, Instagram and Facebook Ads to improve our rankings and/or hold top positions for critical keywords and increase awareness.
- Manage the production and mailing of the company's newsletter and drip campaigns.
- Assist in the production of in-clinic workshops and other marketing events.
- Assist in the creation, updating and production of the company's Shock-And-Awe materials and other sales collateral.
- Develop and regularly update the 'procedure library' so every aspect of the role is documented, ensuring it can be achieved by anyone else in the business.

Skills Required:

- Strong communication skills, able to work independently and also as part of a team.
- Deep understanding of direct response marketing.
- Excellent organisational, time management and problem-solving skills.
- Excellent attention to detail.
- Advanced skills with Word, Outlook and Excel. Candidates must be able to work with database files and Excel spreadsheets containing data.
- Experience working with design software such as adobe creative suite/affinity.
- Ability to produce ROI reports for various marketing initiatives.
- Strong written communication skills and confident in writing effective marketing copy, emails and sales letters.
- Experience in understanding a company's target market, USP and products.
- Experience in creating a production schedule and following it.
- Ability to work towards weekly deadlines and remain on schedule.

Location:

This role is based in our clinic in west London, but we do provide flexible working.

How to Apply: Please apply ONLY if you have at least one years' experience in a marketing assistants position preferably in a business-to-consumer environment.

You must have a proven track record for getting new leads and clients in a business. To apply, please send your resume, along with a cover letter detailing why you think you'd be a great fit to join our team. Full-time hours: 37.5 hours per week