

Position: Marketing Assistant

Location: Remote

Type: Contract/Freelance

Position Overview:

As a Marketing Assistant at Bright Assistance, your role will be to support marketing efforts for clients. You will assist in creating and scheduling engaging social media posts, crafting compelling content and analysing performance to boost engagement and brand visibility.

Responsibilities:

- Assist in creating and scheduling engaging social media posts.
- Monitor social media channels, engage with the audience and report on performance metrics.
- Craft compelling blog posts, newsletters and other content writing.
- First point of contact for responding to marketing enquiries.
- SEO optimisation, assist in optimising blog posts, web pages and social media for increased search engine traffic..
- Collaborate with the internal marketing team on marketing projects and daily marketing operations..
- Draft and schedule email campaigns, manage subscriber lists and track email performance.
- Conduct preliminary consultations, create marketing plans, campaigns and timelines for clients .
- Assist in content creation for digital and print materials, ensuring brand consistency and messaging accuracy.
- Conduct market research and analyse data to identify trends and opportunities.
- Assist in planning virtual or in-person marketing events, including webinars and networking events.
- Collaborate with cross-functional teams to execute marketing initiatives on time and within budget.
- Assist in setting up and monitoring Facebook, Instagram and Google ad campaigns.
- Participate in online forums, groups or communities to promote brand visibility and engagement.
- Maintain organised files and databases, updating contact lists and marketing materials.

Personal Qualities:

- **Organisation:** Manage multiple tasks and deadlines efficiently.
- **Communication:** Apply clear messaging and effective team collaboration.
- **Teamwork:** Team player mindset with the ability to work collaboratively.
- **Attention to Detail:** Ensure accurate data entry, proofreading and quality assurance.
- **Customer Service:** Engaging with clients, vendors and internal stakeholders.
- **Adaptability:** Capable of learning new software tools and adapting to requests.
- **Creativity:** Creativity and design sensibility for content creation and visual communication.

Technical Skills:

- **Marketing Knowledge:** Basic understanding of marketing principles and techniques.
- **Technical Proficiency:** Experience with tools such as Canva, Mailchimp, HubSpot, Hootsuite or similar platforms.
- **SEO Knowledge:** Understanding of keyword research and optimisation techniques.
- **Analytical Skills:** Ability to conduct market research, analyse data and draw actionable insights.
- **Project Management:** Coordinate campaigns, events and promotional activities.
- **CRMs:** Experience with project management tools like Trello, Asana and email marketing platforms.
- **Social Media:** Knowledge of social media platforms and analytical reporting tools.



BRIGHT ASSISTANCE
Virtual Support

Application Process:

Bright Assistance is an equal-opportunity employer. We welcome applicants from all backgrounds and experiences. Join our team and help make a difference in the lives of our clients while advancing your career in the virtual services industry. To apply, please send your CV and a Cover Letter outlining your relevant experience and why you believe you would be a valuable addition to the Bright Assistance team. Email your application to info@brightassistance.co.uk