



JOB DESCRIPTION

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| Job title | Marketing Team Assistant |
| Reports to | Director of Client Care |
| Direct reports | None |

About the role:

The Marketing Team assistant will be responsible for helping the delivery and execution of Paragon's marketing strategy, working alongside the Marketing Consultant and Director of Client Care.

The role will assist fee earners and Company Directors in preparing for client pitches, developing BD activity and is responsible for maintaining an up to date pipeline and database. The role works closely with all levels of the business and will represent Paragon at client events and in all business development activities.

The role will provide support on the marketing and business development planning process, will work on bids and proposals, write client communications and identify opportunities to partner with industry bodies/trade publications.

Main duties and responsibilities:

- Build relationships with the various teams at all offices through first class delivery and an engaging personality
- Assistance with the bid process including the drafting and preparation of client pitches, client alerts, newsletters, PowerPoint presentations
- Working within the team to manage and maintain the BD pipeline and database data, ensuring that it is kept as up to date as possible
- Liaising with the external design team regarding the production of marketing collateral including case studies, brochures and other marketing items (online and offline) ensuring that all materials are consistent with Paragon's brand identity
- Liaise with external consultants regarding the Paragon website and social media strategy.
- Assistance in delivering the corporate hospitality and events programme
- Sourcing venues for both internal and client events.
- Full event management – to include:
 - sourcing venues for both internal and client events
 - management of event within a set budget
 - negotiating with venues
 - full administration of guest lists
 - liaison and negotiating with numerous suppliers
 - travel to and from and full hosting of events
 - feedback and appraisal post event.
- Managing and updating standard documents, templates and logos for external use

Skills and experience:

Essential

- Degree qualified or equivalent
- Excellent writing skills
- Confidence to interact with internal and external stakeholders
- A self starter with initiative, drive and motivation to achieve
- MS Office skills (Advanced on PowerPoint)
- Experience within the Professional Services industry or a similar corporate B2B environment

Key competencies:

| Technical Expertise | Client Delivery | Business Development |
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| Self Development Continuous Improvement | Communication Reporting Delivery | N/A |

Key Performance/Success Indicators:

Delivery and quality of work within the marketing team, feedback from clients, colleagues and Company Directors.

Key relationships:

It is expected that you would interact closely with the fee earners and HR Team. You will also support a wide range of colleagues across the business in your day to day role.

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| Reviewed & Updated: | <i>Jan 2019</i> |
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