

## ROLE DESCRIPTION – CIWM GROUP - WAMITAB

JOB TITLE		<b>Commercial Assistant</b>
ROLE LEVEL		Officer
PURPOSE OF ROLE		Assist with, and carry out marketing and promotional activities for WAMITAB qualifications, commercial products and services
ACCOUNTABLE TO		Project Manager
ACCOUNTABLE FOR		Maintain and update online and digital communications and marketing channels Develop and write on and off-line promotional collateral Contact point for Website, Validate, Accredite, Database Events Administration
	Team:	Commercial
	Budget:	Nil
ROLE REQUIREMENTS		
		Work collaboratively and inclusively, internally and externally to share knowledge and good practice, and to provide solutions.
		Think proactively and innovate to develop services, policy and funding to add value.
		Act professionally internally and externally, and encourage and support professional standards in the sector and deliver excellent customer service.
		Take responsibility for the health, safety and welfare of yourself and others, and actively participate in, and comply with, all policies and instructions.
		Undertake such other roles or work as may be specified by the Commercial Director and the Project Manager
ROLE RESPONSIBILITIES		
	1.	Undertake tasks, requests or directions as may be specified by your Line Manager.
	2.	Co-operate, collaborate, share in and contribute to CIWM Group activities and endeavours.
	3.	Draft engaging content for online channels including e-mail, social media and website
	4.	Ensure updates/changes to the website are made in an accurate and timely manner
	5.	Support the development of digital campaigns that enable WAMITAB to communicate effectively with key audiences and prepare marketing statistics
	6.	Measure and report on the performance of key website content using Google Analytics and use search engine optimisation techniques to increase web traffic and raise WAMITAB's profile
	7	Keep company database up-to-date, importing new data, updating records and performing the necessary cross checks
	8	Assist with the production of newsletters, news releases, case studies and other company literature and communications materials
	9	Research suitable media outlets (e.g. printed/online trade press and social media)
	10	Coordinate attendance at events and exhibitions
	11	Be the central point of contact for the core services of Validate and Accredite
	12	Participate in, and contribute to commercial team's work to support overall WAMITAB objectives

## Commercial Assistant

We are currently looking to strengthen the Commercial Team at WAMITAB and are seeking to recruit an individual who is able to take on new challenges, work under pressure and remain focused on providing customers and key stakeholders with an exceptional service.

Working in a small dynamic team, this role will require you to be organised but allow for creativity, balanced with an ability to focus on repetitive tasks without distraction. The right person will have excellent communication skills and be able to engage effectively at all levels with an ability to work well under pressure.

Good team working and IT skills (in particular MS Office); familiarity with web authoring or blog content tools would also be desirable.

There will be occasional requirement to attend meetings and events around the UK so own car, driving licence and ability to travel nationally are essential.

For the right individual with the appropriate skills and experience, we are able to be flexible in working hours and days per week.

<b>Essential</b>	
Role Skills and Knowledge	<ul style="list-style-type: none"> <li>• Knowledge and understanding of marketing and commercial activities and related work</li> <li>• Good copywriting skills and the ability to communicate complex ideas effectively</li> <li>• Has developed, set-up and managed web content, articles, blogs, websites</li> <li>• Understanding of search engine optimisation and Google analytics</li> <li>• Able to demonstrate design skills</li> <li>• Strong administration and organisational skills</li> </ul>
Office Skills	<ul style="list-style-type: none"> <li>• Good IT skills – able to demonstrate proficient use of Microsoft Office (Word, Excel, PowerPoint, Access – or other database) and Adobe Acrobat</li> <li>• Experience of using email, internet, MS Office and spread sheet packages.</li> </ul>
Behaviours	<ul style="list-style-type: none"> <li>• Highly accurate and efficient</li> <li>• Able to work effectively on own initiative and as part of a team</li> <li>• Flexible and always willing to assist others</li> <li>• Approachable – open minded and values diversity</li> <li>• Confident to communicate at all levels</li> <li>• High level of professional integrity</li> </ul>
<b>Desirable</b>	
	<ul style="list-style-type: none"> <li>• A marketing/communications qualification</li> <li>• Worked on web / digital packages</li> </ul>
<b>Other</b>	
	<ul style="list-style-type: none"> <li>• Willing to undertake occasional travel</li> </ul>