

Marketing Assistant

About Us

Beacon Wealth Management is looking for a Marketing Assistant to join our well-established Chartered Financial Planning firm.

Based in Kimbolton, Cambridgeshire, and reporting to the Marketing Manager, this is a great opportunity to start your career as an integral member of our close-knit team.

Role Overview

As a Marketing Assistant, you'll work closely with our Marketing Manager to support various digital, print, and event marketing activities. Your contributions will help generate new business enquiries and strengthen relationships with our clients and partners. This is a non-advising role.

Hybrid working is available after an initial bedding-in period. Attendance at company events may require evening or weekend work.

We can also offer study support towards CIM (Chartered Institute of Marketing) qualifications, as the development and progress of our staff is very important to us.

What you will be doing:

- **Design:** Create brochures, social media posts, newsletters, and other marketing materials.
- **Copywriting:** Develop compelling written content for social media, newsletters, articles, and advertorials.
- **Social Media Management:** Create and manage content across channels like Facebook, LinkedIn, Twitter, and Instagram.
- **Website Management:** Assist in updating the company website with new content, blog posts, and pages.
- **Event Support:** Help organise and promote in-person and virtual events, invite guests and prepare event spaces. This may involve occasional evening or weekend work.
- **Email Marketing:** Build and send email campaigns using our database of lead and client contact information.
- **Stationery and Merchandise:** Maintain and order stock of publicity materials, branded stationery and gifts for clients.
- **Reporting & Compliance:** Track the performance of marketing initiatives and follow internal compliance procedures.
- **Administrative Support:** Provide administrative assistance to support the marketing team, as required.

About you

- A strong interest in pursuing a career in marketing, with relevant academic or work experience.
- Interest in creating promotional content e.g. adverts, brochures, videos.
- Ability to interact well with people in a client-facing environment.
- Basic knowledge of social media platforms.
- Excellent writing skills with attention to detail.
- A positive, proactive attitude and the ability to work well both independently and as part of a team.
- Strong organisational and administrative abilities.
- Familiarity with Microsoft Office and virtual meeting platforms like Microsoft Teams or Zoom.

As a member of non-advising/qualified staff, whilst all help and assistance should be given to both clients and prospective clients over administrative issues, under no circumstances should advice be given that might be construed to be financial advice.

What we offer

- Competitive Salary
- Generous Employee Benefits Plan
- Pension contributions matched up to 5%
- 35-hour week with a 4pm finish on Fridays
- 20 days holiday (increasing 1 day per year up to a maximum of 23) plus Bank Holidays, 3 days at Christmas, and your Birthday off
- Flexible and Hybrid working available
- Regular team-building activities
- Support towards CIM (Chartered Institute of Marketing) qualifications.

How to apply

Please send your CV to James Proctor at jproctor@beaconwealth.co.uk