

# Marketing Assistant

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**Job Title:** Marketing Assistant  
**Department:** Marketing  
**Reports To:** Head of Business Operations

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## The Company

A fantastic opportunity has arisen to join a market leading technology company based in Gloucester. With award-winning brands; LearnPad, ClassCharge and the launch of the revolutionary ClassVR, Avantis is continually reinventing how technology is used within schools.

The ethos of challenging the status quo and constantly improving classroom technology has enabled Avantis to create some of the most recognisable and innovative brands used in the UK education technology market.

## The Role

We are seeking a talented Marketing Assistant to support the company in delivering a multi-platform marketing strategy. You will work closely with the Head of Business Operations to implement and deliver an integrated marketing and PR plan in line with the company's key objectives. You will be a commercially astute individual with a real passion to develop your marketing knowledge and expertise. You will work seamlessly with the sales teams and the wider organisation to drive forward all marketing related activities.

You will support the company to ensure each of the Avantis brands gain maximum exposure within the education sector, and that the key features and benefits of all products and solutions are clearly communicated to their target customers.

You will be joining a young, dynamic company that is passionate about innovation within the education sector. The ability to prioritise, deliver under tight timescales and achieve measurable improvements in the marketing activity is essential.

## Key areas of activity

- Assist in the delivery of a strategic marketing plan
- Support the development of a diverse set of marketing materials
- Management of customer databases to ensure marketing is sent to receptive audiences
- Producing copy and other marketing content as required
- Updating the company websites using Wordpress Content Management Systems
- Assist in the management of all UK tradeshow requirements
- Social media awareness and input

## Required skills and experience

- Excellent communication skills - verbal, visual, graphical and written form
- Strong IT skills including Microsoft Office applications and CRM systems
- Creative outlook with excellent attention to detail
- The ability to prioritise and manage multiple projects
- Experience of working within a fast paced, high growth environment

## Personal qualities

- An outgoing, confident individual with excellent interpersonal skills
- A quick learner who can assimilate new information and shows a passion for self-development
- A well-organised approach to managing workload, being able to prioritise effectively and demonstrate strong time-management skills
- Resilient and resourceful with a can-do attitude
- High levels of energy, passion and motivation
- High standards of integrity and ethics
- Consultative, smart, articulate and hungry for success

**Educational:** 'A' Level and GCSE Qualifications. Business degree preferable but not essential

**Experience:** Minimum 1 years in a marketing environment

**Office Based:** Yes

**Travel Required:** Occasionally

**Salary:** £15,000 - 18,000 p.a.