



**BE OPEN
BE GLOBAL
BE NIMBLE**

MARKETING ASSISTANT

Part of the Kinshofer Group, Auger Torque is a highly successful, fast-growing manufacturing and engineering Company in the Earthmoving Attachment market with global distribution and dealer networks. We manufacture innovative hydraulic attachments used with excavators and associated construction equipment.



With sites in UK, Australia, USA and China we are a global business satisfying the demand for high-quality products in over seventy countries on all seven continents.



THE ROLE

As a Marketing Assistant you'll join the UK & European Marketing team and you will be involved with all aspects of marketing and communications within the UK and European business as well as supporting the global business. The role will report into the Head of Group Marketing based in the Cheltenham office. This role would be ideal for a graduate with a marketing degree, however all applications welcome.



KEY RESPONSIBILITIES

- Assist with the development and implementation of the company marketing strategy – across all regions and channels;
- Undertake multi-channel B2B marketing campaigns;
- Help to develop and maintain an internal communications program;
- Create and develop sales assets for each of the products;
- Create content for and support in the management of all social media channels;
- Develop engaging content for use across multiple marketing channels (photo's, video's, to blogs, flyers, leaflets etc.);
- Support the management and ongoing maintenance of the group websites (news, events, press releases, product information, blog writing etc.);
- Co-ordinate, organise and deliver promotional activities and events;
- Help develop marketing functionality and reporting on the Salesforce CRM system.



ABOUT YOU

- ✓ Have a marketing degree and/or have an in-depth understanding of marketing concepts
- ✓ Understand Marketing Concepts & you have knowledge of: WordPress, Mailchimp, Indesign/Illustrator (Adobe)
- ✓ You are a multi-tasking person with a flexible approach, able to adapt to change
- ✓ Strong attention to detail and proof-reading abilities
- ✓ Exceptional verbal - written communication skills, strong research&analytical skills
- ✓ You have the ability to manage your own workload and meet deadlines
- ✓ You're an "ideas" person, who's not be afraid to question "the norm" - Happy to "get your hands dirty"



This is a full-time role based in our Head Office in **Cotswold Town of Cheltenham**, South West England.
To apply please send covering letter/email and CV to: jobs@augertorque.com