

TITLE	Marketing Assistant
REPORTS TO	Marketing Manager
ROLE SUMMARY	Develop and implement marketing strategies to promote our commercial Growing Systems (B2B), and Garden Tunnel (B2C) products, Haygrove Evolution services, as well as the wider Haygrove brand.
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> • Haygrove values: Energy, Humility, Intelligence • Creative thinking with attention to detail. • Excellent inter-personal & communication skills at all levels • Teamwork approach, with the ability to work autonomously • Desire to learn and improve. Continuous improvement mindset. • Flexibility and adaptability to change
PRINCIPLE RESPONSIBILITIES	<p>Campaign Management: Planning and implementing promotional campaigns across various mediums, such as digital, print, social media, and events.</p> <p>Content Creation and Management: Developing marketing materials, such as website content, copywriting for brochures, social media posts, advertisements, and other collateral.</p> <p>Digital Marketing: Contributing to digital marketing efforts, including website, social media marketing, email marketing, and online advertising.</p> <p>Event Coordination: Organising and managing events, trade shows, and other promotional activities to increase brand visibility and engagement.</p> <p>Market Research: Conducting market research to identify trends, customer preferences, and competitive analysis to inform marketing strategies.</p> <p>Strategy Development: Creating and executing marketing plans and strategies to achieve business objectives.</p> <p>Brand Management: Managing and maintaining Haygrove brand integrity across all marketing initiatives and communications</p>
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> • Have excellent level of written English • Digital Proficiency: Familiarity with digital marketing tools, social media platforms, and various software used in marketing analytics. • Analytical Skills: Proficiency in data analysis, interpreting metrics, and using insights to optimise marketing strategies. • Degree in marketing / Business / Agriculture or relevant experience would be helpful, but not essential. • Understanding horticulture or agriculture desirable