

Full/Part-time Marketing/Office Administrator

Introduction and overview of requirement

Varn Media is a unique company that combines website design and development with search engine marketing and website statistical analysis. Our aim is always to make our clients website's more profitable and out perform their competitors.

We've been operating for just over two years, and we're now looking for a talented and enthusiastic Office/Marketing Administrator to help with the development and organisation of our growing business.

The Office/Marketing Administrator will support the day-to-day activities which help to service our customers and also the smooth running of the office. You will be responsible for the production of some key client information, so numeracy and proficiency with Microsoft Excel, Word and PowerPoint are important qualities for the successful applicant to demonstrate. Depending on skills and interests this role may also include some design and website marketing and management.

You will also need to be enthused by the idea of being part of a dynamic and creative company and excited by being an integral part of its growth.

As well as providing back-office support to the business, you will also be expected to speak to customers on the telephone, and respond to customer enquiries via email, so effective written and oral communication skills are also very important for this role.

You will give support to other areas of the business as required, including performing some secretarial duties.

We're a young, but growing business so, if you've got what it takes to make a difference to our business and you relish the opportunity to work in a new, dynamic company with exciting prospects we want to hear from you.

Also we are firm believers in employing for attitude and training for skill so if you have the knowledge and experience for the key responsibilities below and a passion to learn new skills with a 'can do' attitude do contact us and include your CV and an explanation of why you want the job and examples of when your attitude has helped your current or a previous employer.

Purpose of Role

An organised and efficient admin/marketing support candidate who is very experienced on a computer required to help with client project management, marketing tasks, office management and admin based project work.



Also dependant on experience, and training, help with design and search engine optimisation work.

Key Responsibilities

- Office and client administrative support (including Word, Excel and PowerPoint creation)
- Assist with monthly search optimisation work (training provided if necessary)
- Writing and proof reading of proposals
- Project management
- Creating monthly statistical marketing reports for clients
- Contribute to an environment that fosters open communication and trust with all team members, clients and other stakeholders.

Possible Additional Responsibilities (depending on skills and interests)

- Write copy for newsletters, press releases, web, email and direct mail
- Print design
- Search engine optimisation
- Social media management
- Management of WordPress websites

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The successful candidate will be expected to fully participate in such a process if required to positively develop the role.

You will need to meet the following criteria

The Person

The following list is an attempt to define the key attributes we require in successful candidate.

1. Highly dependable with lots of enthusiasm
2. Very organised with a good attention to detail
3. Focussed on providing a great service to customers
4. Flexibility - We're a young and growing company so sometimes you'll be expected to perform other tasks
5. Adaptable to change - As the business grows, so will our systems and our staff. Change is inevitable, and we're interested in people who see this as an opportunity, not a threat.
6. Self-sufficient - There will be some elements of independent working expected.
7. Problem solving – If things go wrong, can you help put them right?
8. Proven track record of delivering measurable results.
9. A sense of humour.



Experience & Skills

It's essential that you have excellent communication skills and that you are both highly organised and dependable. We would like to hear from candidates who can demonstrate these qualities. Any additional experience in the following areas would also be an advantage;

1. Previous experience of performing an administrative function in an office environment.
2. Very computer literate and experienced user of software, including Microsoft Word, Excel (including formulas), PowerPoint and Outlook and helpful if any knowledge of Dreamweaver, Photoshop or Fireworks and Keynote.
3. A role where you have had to work with numbers and data.
4. An interest in, or experience of, websites, marketing or design.
5. Competent on Google and a knowledge of Facebook, Twitter, WordPress and Google Analytics.
6. Experience of meeting with and working with clients.
7. A knowledge of search engine optimisation would be helpful although is not required and training will be provided.

Qualifications

We expect applicants to be literate and numerate and qualified to at least A Level or equivalent, in addition to have GCSE grades C or above in English and Maths. Other qualifications including CIM qualifications are an advantage, but are not essential.

The Package

Salary: £18,000 - £22,500 pro-rata for a 37.5 hour week.

Initial hours: 15 - 20 hours per week with the aim of going full time in the long term as the position evolves. Although hours and days worked could be negotiable.

Holiday initially twenty days plus statutory bank holidays, pro-rata if applicable.

The successful applicant will start on a three month probationary period.

How To Apply

To apply please email your CV to Tom at tom@varnmedia.co.uk with a covering letter explaining why you would be suited to this role and what excites you about it.

Please note that your CV and covering letter must reach us by Wednesday 4th July 2012.

