

THE AGRICULTURAL TRUST

JOB DESCRIPTION

JOB TITLE: Digital Marketing Assistant	DEPARTMENT: Marketing
REPORTING TO: Digital Manager	CONTRACT TYPE: Fixed Term (11 months)
WORKING ARRANGEMENTS: 37½ hours per week, based in The Agricultural Trust offices at Irish Farm Centre, Bluebell, Dublin 12. Office hours are nominally from 9.00am to 5.30pm, Monday to Friday, but may vary by arrangement with the Digital Manager and / or the Editor & Chief Executive in accordance with business requirements.	
OVERALL PURPOSE OF JOB: To assist the Digital Marketing Executive and Digital Manager to develop, implement, track and optimize digital marketing campaigns across all our online channels.	
DUTIES / RESPONSIBILITIES: <ul style="list-style-type: none">• Assist with implementing and reporting on online marketing campaigns• Monitor and report traffic and KPIs• Assess our websites and develop prioritised SEO technical and content recommendations• Design email campaigns• Adding web content to Content Management Systems• Stay up-to-date with latest trends to inform our digital strategy• Collaborate with agencies and other vendor partners• Evaluate emerging technologies for adoption where appropriate	
QUALIFICATIONS / SKILLS / EXPERIENCE: <ul style="list-style-type: none">• 3rd level qualification in marketing, digital marketing or a related discipline• Internet marketing experience preferred• Strong communication and English skills– both written and oral• Experience with MSOffice, Adobe, Photoshop, Indesign, Mailchimp, Social media pages are a plus.• Good knowledge of website analytics tools and ad serving tools• Professional, friendly, confident manner• Excellent time management• Experience in product marketing, launches and events desirable• Budgetary skills• Analytical skills• Full clean driving license essential• Effective team player who is able to also work independently• Project management skills; skilled in prioritising• Strong eye for detail• Knowledge of agriculture an advantage	
OTHER FEATURES OF ROLE: <ul style="list-style-type: none">• Availability for national travel may be required.• Responsibilities are flexible and may be changed and / or added to in accordance with business requirements.• The role-holder will be required to work on any project that the Digital Marketing Executive and/or the Digital Manager may reasonably delegate at any time and, if necessary, to work as part of The Agricultural Trust team on any publications / tasks as required.	