

## Job Description

**Job Title:** Digital Content Assistant

**Reports to:** Production Manager

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### The Company

The Mack Brooks Group are leading exhibition/trade fair organisers and publishers within a range of engineering, transport, textiles, trade and technical sectors, working internationally including in Europe, the USA & South-East Asia. Established in 1965 the company is privately owned, profitable and looking to expand its activities within media including exhibitions, publishing and the internet, by both new product and development and acquisition.

Part of the Mack Brooks Group, Fastener + Fixing provides leading content in print and online. Since it's launch in 1998, the flagship magazine has developed a world-renowned industry reputation. We are looking to further strength the online platforms and grow Fastener +Fixing's social media presence.

### The Position

We are recruiting a Digital Content Assistant to work across a portfolio of website and social media platforms, as well as supporting the printed production team. The successful candidate will manage the online workflow of advertising and editorial content, as well as tracking analytical performance.

This role may suit a marketing graduate or a candidate with recent and relevant digital marketing experience.

### Key Tasks

- Create, maintain and monitoring of content for websites and social media platforms
- Organise advertising content for print magazines and websites
- Create and schedule HTML campaigns
- Build a range of reports, using web analytics tools
- Database management
- Support other teams with their digital marketing activities
- Proof reading
- Day-to-day administration

### Skills, Knowledge, Experience:

- Web and social media experience
- High attention to detail, with excellent English

- Proactive, responsive and able to work under pressure
- A strong marketing & administrative flair
- Strong interpersonal and organisational skills
- Ability to work to strict deadlines
- Proficiency in Office 365 and Google Drive software,
- Proficient in Apple Mac, with experience in Adobe Creative Cloud a distinct advantage

The duties and responsibilities in this job description are intended to be indicative but not exhaustive of the responsibilities of the postholder. As Mack Brooks develops, the requirements of the job may develop and change. The postholder will be expected to adapt to these changes.