



# Marketing & Insight Assistant

## The overall purpose of this role

You will market the Futerra brand. Your team will maintain and further Futerra's competitive edge as the best sustainability communications agency in the UK. You will research and provide insight into the landscape of potential client relationships. The right person will be chatty, obsessed with brands and have a desire to be in and affecting conversations.

To excel in this role you need to be obsessive and proactive in demonstrating marketing results.

## We are looking for a person who wants to work on a team that is:

- Presenting Futerra's global sustainability expertise
- Increasing high quality leads
- Increasing Futerra's insight into market issues and challenges
- Increase pitch opportunities
- Winning awards: PR Week, European Excellence, PRCA, IVCA Clarion Awards, Green Awards
- Driven and challenging

## Roles and responsibilities

### *Implementation of the Futerra Marketing Strategy*

- Marketing strategy
  - Assist in the development of Marketing Strategy with the Head of Business Development and the Head of PR
  - Knowledge of Futerra's marketing strategy including vision and target markets
  - Provide insight on target markets which are high in profit and SD impact
  - Attend and contribute to the weekly Marketing Meeting with the Board (CEO, Co-founders) and the Head of PR
  - Implementation of the annual marketing strategy
- Digital strategy
  - Assist in the creation and development Futerra's digital strategy with the Head of Business Development and the Head of Design
  - Management of Futerra's digital presence (including website content, blog, applications)
- Social media strategy
  - Assist in the Creation and development of Futerra's social media strategy with the Head of Business Development and the Head of PR
  - Create, update and manage an important dates calendar
  - Manage the Twitter, FB and LinkedIn accounts
  - Create and develop new streams for social media channels
- Thought leadership
  - Assist in the creation of the promotion of thought leadership Create and push accompanying social media strategies
- Article writing including blogs
  - Identify new publications to write in
  - Provide insight into current trends and new topics to write about
  - Assist the Board on writing including research and drafting
  - Create and push accompanying social media strategies



### *Insight specific*

- Development of brand positioning briefs with Head of Business Development and Futerra's Lead Analyst
- Research, analysis and presentations on potential clients
- Contribute to creative brainstorming including bringing materials to stimulate others consultants
- Insight reports into the latest in consumer attitudinal and behavioural research on sustainability and communications
- Update the competitor matrix – identifying and flagging any new competitor developments
- Proactively monitoring how the Futerra brand is perceived
- Maintain a resource of great campaigns and case studies from others
- Develop and update the creative concepts bank

### **Skills**

- Great knowledge of marketing and communications, on top of current trends and developments of best practice campaigns – An undergraduate or higher marketing or communications degree is crucial
- A knowledge of competitors
- Knowledge of creative campaigns
- Knowledge of sustainable development and sustainability communications market
- Research and analysis on delivery schedules
- Ability to organise self and others
- Ability to work across all teams to get results
- Brilliant attention to detail
- Formatting and editing