**Job spec 2018**

**Marketing administration**

**Job Title:** General Assistant with responsibility for Marketing Administration

**Responsible to:** Garden Centre Manager

**Responsible for:** Self

**Purpose of Role:** To provide Marketing support

**Valuable skills:** Good knowledge of Facebook.

 Understanding of and affinity with local gardeners.

 A good communicator and enjoy engaging with customers.

 Understanding of Photoshop and ability to enhance images.

 Good written English skills.

 Computer literate.

**Facebook**

Review MGGC Facebook page to ensure a professional look with well-proportioned headers, images and text. Help optimize to ensure maximum exposure to customers.

* Make post on MGGC Facebook page on agreed topics.
* Link Facebook page to MGGC website.
* Investigate linked activity with other businesses on site and suppliers.
* Gain exposure for MGGC with local organizations and groups.
* Manage budget to pay for “Boost” to posts as required.

**Website**

Review MGGC website and SEO settings. Keep updated the home page to show current lead offer. Keep updated the Privilege Club members page including a current special offers section and a seasonal advice section both to link with Facebook and email marketing (content will be provided).

**Privilege Club**

Use the Mailchimp mailing group. Format Mailchimp mailings including links to Website and Facebook. Prepare draft mailings for approval prior to scheduling mailings. Ensure members database is up-to-date. Champion obtaining new members and administer the monthly members’ competition.

**Point of Sale**

Work with managers and supervisors to ensure point of sale signage is correct and in place. This will include production of POS as well as installation on the shop floor.

**Events and promotions**

Help with the administration of events and promotions and in particular any on line competitions.

**In store presence**

To spend adequate time assisting on the shop floor to support shop floor colleagues during busy periods and engage with customers. Generally, to be flexible and perform other duties as required to help meet the business aims and objectives.

**Measure of performance**

1. Customer engagement, number of Face Book likes and friends
2. Customer engagement, increase in Privilege Club membership
3. Customer engagement, views and click throughs from Mailchimp
4. Customer engagement, success of events and promotions