



JUNIOR MARKETING ASSISTANT

THE COMPANY

The company is a Marketing & Sales consultancy working with large UK and European companies developing brand and private label products in the UK.

THE ROLE OF JUNIOR MARKETING ASSISTANT

This opportunity is for a minimum of 6 months up to 12 months.

The placement provides a unique opportunity to learn about the exciting world of the Fast Moving Consumer Goods industry and the operations of major food companies in the UK.

You will join a dynamic, expanding company and you will receive training in a number of disciplines including marketing planning and business development.

You can expect to undertake specific projects under the supervision of the Marketing Manager with the key responsibilities of the placement being:

- Assisting the Product Manager in translating the brand strategy into realistic customer action plans.
- Developing and implementing all elements of the marketing mix.
- Working with National Account Managers to analyse sales and market data, construct presentations, develop and implement sales plans for major national retailers as well assist in the day to day account management
- Conducting market research, range analysis and consumer market research.
- Creating relevant press and media output.
- Assisting with the creation and layout of corporate artwork including literature, promotional material.
- Helping to identify market/supplier/product opportunities for consideration of products and ranges.
- Keeping the website up-to-date and other ad hoc duties where necessary.
- Providing administration support including proof reading, typing, filing, taking Minutes, report writing, diary management and arranging meetings

This agency is launching new products every week and there are fantastic opportunities for the right person to really make their mark and progress.

REQUIREMENTS FOR THE JUNIOR MARKETING ASSISTANT

Suitable for students studying **marketing, business or economics related subjects at both Graduate and Masters Level.**

The placement is open to **English/French/Spanish/German native speakers with good written and oral communication in English.** Previous experience of working in FMCG or previous retail marketing experience would be a strong advantage but not a necessity. You must have strong knowledge of Word, Excel and PowerPoint, and experience of web based research. Confident personality, ambitious and ability to use your own initiative be proactive and work efficiently without supervision, "can-do" attitude. Good team player: positive, friendly, helpful and patient.

If you would like to be considered for this placement please apply to recruitment@mi-gb.com attaching your CV + Cover letter with your full name in the file name title. We are expecting a large response so we recommend an early submission of your CV together with a covering letter explaining why you would like to be considered for this placement.

If you have not heard back from us within fourteen days, please assume that your application has not been successful.