

# Marketing Administrator

## Job Description

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## About us

Resolve IT offers a continually outstanding customer experience. We specialise in providing IT support (both remotely and onsite) to our wide range of corporate and 3rd sector clients. We are passionate about what we do, and our services include supporting, connecting, communicating, installing, and protecting to fulfil the needs of any organisation.

For more information please visit our website: [www.resolve.co.uk](http://www.resolve.co.uk)



## Why Resolve?

We believe that Resolve is a great place to work, with lots of opportunities to grow, be challenged, and input into the business. We offer excellent training, and a chance to choose where you want your skills to grow.

Alongside that, working for us comes with some great benefits including:

- The chance to develop your skills with high quality internal and external training and certification opportunities (with exams paid for by Resolve), as well as dedicated time within work hours for training and study.
- Hybrid Working arrangements with up to 2 days per week from home (available after successful completion of probationary period)
- Starting holiday allowance of 21 days (plus Bank Holidays), this will increment after 2 years increasing by 1 day per year to the maximum of 34 including bank holiday.
- Westfield Health plan available after one year's continuous employment
- A great company culture and fun working atmosphere with monthly team meetings, team building away-days and regular staff socials (which sometimes see the appearance of 'Andrew's Beer Trolley')
- 2 hours within the working week for you to spend on your professional development away from your day-to-day work
- Excellent offices and location, easily accessible from the city centre with superb amenities and plenty of free parking
- Opportunities to attend relevant events and support local charities
- Fruit, fresh coffee, and basic food and refreshment supplies free to all staff every day



# Marketing Administrator

**Resolve** is looking for an exceptional **Marketing Administrator** to join the team. This person will be a vital part of the company, managing key elements of our Marketing, and having overall responsibility for the company's brand; how we present ourselves to the world, and our Marketing communications, from content creation and social media management, to coordinating with our solutions team taking new products and services to market.

We have a unique culture at Resolve, with a friendly atmosphere and a genuine passion for what we do. We're looking for a person who puts all they can into the role, is a confident self-starter, and has a real passion for B2B marketing.

**Employment Type:** permanent, full-time position

**Hours of work:** Minimum 37.5-hours per week

**Managed by:** Commercial Director

**Salary:** £25,000 - £30,000 DOE

Required: 2+ years' experience working in B2B marketing.

Desirable: Experience with HubSpot (desirable, not essential), previous experience working in the technology sector (desirable, not essential)



## Role description

We're looking for an amazing Marketing Administrator to join our team. This role is key to our marketing function, which is something we're really proud of. Supporting (and with support from) our Brand & Communications Manager, the Marketing Administrator is the backbone of how we communicate to the world, showing off our expertise to potential customers, and bringing in new leads for our Solutions team. From creating and sending out our newsletter and writing blogs, to posting and managing our social media, entering various industry awards, and managing our contacts database, this is varied and diverse role that is ideal for someone looking to be involved in the full breadth of marketing activities.

## Responsibilities:

- Writing and preparation of blogs
- Writing, preparing, and reporting on the monthly newsletter
- Social Media management, PPC and Advertising
- Maintaining Marketing Calendar
- Assisting with Marketing Campaigns and bringing new services to market
- Applying for and entering awards
- Collaboration with SEO partner
- Webinar and Events preparation and management
- Managing CRM
- The identification of any PR opportunities



The role will be supported by our Brand & Communications Manager who you will be working closely with. The overall objective of the marketing team is the generation of new business through marketing activities online and in-person. This role is essential to this primary objective.



## Person specification

### Working to values and culture:

Culture is imperative to Resolve, we have values which we think matter more than anything else and help us to deliver a continually outstanding customer experience. These are: **communication**, **excellence**, **responsibility**, **passion**, and **innovation**. We all aim to listen & understand, set high standards, take ownership, have a positive can-do attitude, spot arising or potential issues, make suggestions & implement changes.



We really are the Resolve family who work as a team and support one another daily.

## **Skills essential in this role:**

Excellent copy writing skills are essential.

You should understand marketing funnel concepts and have a good grasp of the basics of each stage.

You will have a good understanding of marketing concepts including digital advertising, social media (especially LinkedIn!), campaign management, and events, to provide oversight and support for the marketing team and all marketing efforts.

## **Skills desirable, but not essential:**

Firstly, we're very keen on training our staff, and so whilst the next few bits would be great to have, a successful application could also have none of these skills, providing there is an attitude to learn quickly.

We're not looking for a technical expert, but if you have worked in a marketing role in the IT sector before, that would be favourable.

Some experience working with HubSpot is desirable, although not essential.

Working with social advertising would also be helpful.

Design skills would be useful in the role.



## Our Commitment to Equality & Diversity

Resolve is committed and working hard towards promoting a diverse and inclusive environment. All candidates will be considered and measured solely on merit against the role requirements. We continuously monitor and review our selection criteria and procedures to ensure that all employees are selected, promoted and treated solely based on merits and abilities that are appropriate to the position.

