

<b>Job Description</b>	
<b>Marketing Assistant</b>	
<b>Overall Objective</b>	<b>Be a significant impact on the growth of brand and product awareness for Cyclops Marine.</b>
	<b>Align and thrive within the dynamic culture and values of the business.</b>
	<b>Develop, learn and grow through training and mentoring.</b>
<b>Roles &amp; Responsibilities</b>	
<b>Website</b>	Deliver on-going website maintenance to ensure it is accurate and up to date, especially related to technical documents.
	Support delivering a website update project by an agreed deadline.
	Launch Cyclops non-marine digital presence.
	Ensure news stories are updated on a weekly basis.
	Maintain the ecommerce site, developing initiatives to maximise revenues through this channel.
<b>Brochure</b>	Maintain an up to date e-brochure, designed for both for customer emailing and planned annual print run for boatshow season.
<b>Boatshow</b>	Own and organise all logistics and planning for boatshows.
	Ensure booth equipment is designed, ready for each show and a schedule of coordinated display equipment is well managed.
	Coordinate press packs for each Show.
<b>Content</b>	Support our digital content freelancer with relevant content to meet the company social media, PR and newsletter goals.
	Learn and develop skills to create inspiring and powerful video content.
<b>Distributor &amp; re-seller Support</b>	Ensure all distributors & re-sellers are digitally representing the brand to the standard required.
	Support distributors & re-sellers with regular promotions, Show, regattas etc..
	Issue a qtrly report as to the activity of our Distributors & re-sellers.
<b>Ambassador Management</b>	Run the Cyclops Ambassador program to ensure content is being regularly generated to deliver a ROI of al marketing samples or distributor ambassador discounts.
	Maintain an accurate database of all Ambassadors.
<b>Director Support</b>	On occasion, give general assistance to the CTO and CEO.
<b>Reporting to:</b>	<b>CEO</b>