

Marketing Assistant

Location: Battersea, London

Competitive salary dependent on experience. Company performance-related bonus, healthcare insurance & wellbeing benefits.

An exciting opportunity for an enthusiastic and excellent communicator looking to build their digital marketing skillset.

Liv-ex is the global marketplace for the wine trade, with over 500 members worldwide. We offer business services that span trading, data, fulfilment and automation technology to a diverse group of wine businesses – from ambitious start-ups to established merchants.

Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hard-working, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help clients and other stakeholders to better understand the fine wine market and identify opportunities to profit.

Summary Purpose

We are looking for a smart and eager individual who will boost our Marketing Team's ability to influence existing customers and prospective customers alike. Reporting to the Marketing Director, you'll work in close collaboration with members of the Marketing, Insights, Product and Data Teams developing and applying skills in email marketing, digital and content marketing, product marketing, comms, publishing, design, CRM and more.

Responsibilities

- Help our Product/Customer Marketing Manager to understand customer needs through surveys, to deliver webinars and more.
- Create, schedule, and send email newsletters to members, developers and prospective members, reporting on their performance, and identifying ways to improve.

- Publish an increasing number of articles on the Liv-ex WordPress blog (both market and product-related) in a timely and professional manner with on-page and technical SEO elements in place.
- Manage the translation into French of such articles and publish in a similar way.
- Schedule and send 'Market Update' emails to trading members on behalf of the Broking Team.
- Assist our Comms Manager to create and schedule social media posts, reporting on the performance of our comms.
- Use our CRM and Inbound Marketing tool to build and maintain forms, landing pages and automated email campaigns to help capture and qualify leads.

Knowledge, Skills and Experience

Essential

- Previous qualification in a marketing-related field
- A confident communicator and strong writer
- Well-organised with good attention to detail
- Team player and collaborator
- Comfortable with data
- A problem-solver
- A good work ethic and a growth mindset

Desirable

- Experience from a previous marketing role
- An interest in wine and/or financial markets
- Intellectually curious
- French-speaking

To apply, please send a copy of your CV with a cover letter to outline why you are interested in this opportunity to ana@middletonjeffers.com .