

Digital Marketing Assistant

The role:

As a Digital Marketing Assistant at Fizz Creations, you will play an important role in enhancing our digital presence and driving our online marketing efforts. This position is ideal for a creative, tech-savvy individual who is eager to dive into the world of email marketing and ecommerce. You will be responsible for creating compelling email campaigns, managing the look and feel of our B2B ecommerce channels, and ensuring our phenomenal products and content reach our buyers and partners across different markets.



What you'll be doing:

Reporting to the Head of Marketing and working alongside a Marketing Assistant and Product Photographer you will form an integral part of the growing marketing team.

- Develop and execute innovative email marketing campaigns to engage with our audience and drive traffic and sales on our B2B platforms.
- Manage and update website content through WordPress, ensuring a fresh, appealing, and user-friendly experience.
- Collaborate with the marketing team to design and distribute creative content across our online stores and digital channels.
- Using Mailchimp to segment audiences, test campaigns, and analyse performance to optimise future efforts.
- Maintain the visual aesthetics of our B2B ecommerce channels, ensuring brand consistency and up-to-date product listings.
- Help support the creation of digital assets using Adobe Creative Suite, including graphics for web, email, and social media.
- Provide administrative support to the marketing team, including data entry and analysis in Excel, to track campaign performance and ROI.

What we're looking for:

- Experience in WordPress/Woo Commerce and familiarity with Mailchimp or similar email marketing platforms.
- Basic knowledge of the Adobe Creative Suite (Photoshop, Illustrator) for creating engaging digital content.
- Strong analytical skills, with proficiency in Excel for data analysis and reporting.
- Excellent communication skills, both written and verbal, with an ability to create compelling marketing messages.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Creative thinking with attention to detail and a passion for delivering phenomenal user experiences.
- A team player with a positive attitude and eagerness to learn and grow within the team.

How to apply:

CV and covering letter to lawrence@fizzcreations.com.