



## **Client Support & Advertising Assistant**

### **The Role**

This is a full-time role focusing on helping Build It's busy sales team in delivering advertising campaigns for clients, as well as client support for Build It Live (our annual exhibitions) and Build It Awards. The role will include administrative duties such as sourcing advertising materials from clients, as well as creative responsibilities such as producing emails campaigns for our advertisers using our Adestra email delivery system.

The Client Support & Advertising role is office-based in Hammersmith. will be based full time in Castle Media's office in Hammersmith You will report directly into Castle Media's Advertising Director, as well as coordinating with the Editorial and Marketing teams. Attendance at the events, including the 2 weekend exhibitions is a key part of the role.

### **Key responsibilities**

**Sourcing advertising materials from Build It clients** – liaising with Build It magazine's advertisers to ensure the deadline-driven provision of advertising campaigns for our print and digital platforms. This is done through organised email communication via our CRM system as well as some follow up telephone communication with clients where necessary.

**Measuring effectiveness of digital campaigns** - uploading campaigns to Google Ad Manager, producing performance reports from Google Analytics.

**Email campaign delivery** – creating email shots for clients (occasionally improving on the copy provided by clients) within Adestra; testing to optimise for future campaigns and reporting on results.

**Website content creation** - using the content management system (Wordpress), creating new landing pages within the supplier directory of our website and updating other pages as and when required.

**Database Management** – maintaining and updating advertiser / competitor tracker reports on a monthly basis, helping to keep client data up to date in CRM system.

**Client liaison** – additional to liaising with advertisers, this role will be the initial point of contact with Build It Live exhibitors, ensuring each exhibitor is set up with a directory entry on the show website, and receives relevant communication on a regular basis, as well as pulling together information for the production of a showguide for our exhibitions. The role will also be involved in various administrative duties for our annual Build It Awards.

**Operational support** – assist the Operations Manager onsite at exhibitions.

**General office support** – less than 5% of the role is to act as office support for the Hammersmith office ordering stationery, general supplies, group travel etc.

### **About you**

The ideal candidate has already worked for at least 2 years in an administrative / PA type role, preferably with some exposure to sales & marketing. They will be highly organised with the natural ability to prioritise and multi-task. A knowledge of CRM systems and MS Office, particularly Excel, plus some previous experience of email systems (such as Adestra, DotMailer or MailChimp) is preferable as is a positive, friendly telephone manner. Knowledge of Google Analytics and Google Ad Manager systems would be an advantage.

### **Position requirements**

- High level of computer literacy and good knowledge of MS Office essential
- Preferably a working knowledge of an email platform such as Adestra / Mailchimp / Dotmailer
- High level of organisation and ability to prioritise and multitask based on deadlines
- Good copywriting skills, especially for email / online
- Strong interpersonal skills
- Ability to work on own initiative, meet deadlines and work under pressure
- Creative flair
- Strong eye for detail with good proof-reading skills

### **How to apply**

If you would like to apply for this role, please send a CV and cover letter stating why you believe you would suit this role to [nick.gillam@castlemedia.co.uk](mailto:nick.gillam@castlemedia.co.uk), quoting 'Client Support & Advertising Assistant' in the subject line. Please note that only shortlisted applicants will be contacted.