

Marketing Assistant

Description

Fire Glass UK is looking to recruit an all-around Marketing Assistant who will assist in organising online and offline campaigns and help develop marketing strategies, with proven knowledge, and ability to get results for maximum ROI. This work will be a critical factor for the smooth operation of the Marketing department and the attainment of its goals, as well as for the long-term growth of the company.

As an employer we are committed to promoting and protecting physical and mental health of all of our staff.

About Fire Glass

At Fire Glass UK, we are committed to fostering a culture that celebrates diversity, equity, and inclusion. We believe that diverse perspectives and experiences drive innovation and creativity, and we are dedicated to creating an inclusive environment where all employees feel valued, respected, and empowered.

We welcome applicants of all backgrounds, identities, and abilities. Our hiring decisions are based on qualifications, merit, and business needs. We strive to remove barriers to employment and provide equal opportunities for advancement and growth within our company.

As an organisation, we actively work to challenge bias and discrimination in all its forms. We are committed to continuous learning and improvement, ensuring that our policies, practices, and programs promote diversity, equity, and inclusion at every level.

Join us in our mission to build a workplace where everyone feels they belong, where their differences are celebrated, and where they can thrive personally and professionally.

Responsibilities

Digital Campaign Support

- Assist in the planning, execution, and monitoring of digital marketing campaigns.
- Support PPC advertising, social media ads efforts.
- Help optimise campaigns to improve engagement and conversions.

SEO and Website Management

- Keep our website updated, optimised, and aligned with brand messaging.
- Advising on best website strategies to help the company move forward.
- Conduct keyword research for SEO optimisation.
- Track and improve website performance using Google Analytics and SEO tools.
- Support link-building strategies and content optimisation for better search rankings.
- Create PPC adverts and monitor.

Data

- Gather insights from analytics to help improve marketing strategies.
- Provide reports on digital performance and campaign effectiveness.

Team Support

- Assist in coordinating marketing projects and ensuring deadlines are met.
- Support collaboration with other departments to help with their goals.

Hiring organization

FIRE RATED GLASS

Employment Type

Full-time

Job Location

24- 26 Hainge Road, B69 2NH,
Oldbury , West Midlands

Working Hours

8 hour shift

Base Salary

£ Competitive Salary (Depending on
experience)

Date posted

April 23, 2025

Marketing Assistant

Job Application

Knowledge, skills & experience:

- An understanding of HTML 5, CSS3, (javascript and php).
- Comfortable with MySQL database updates
- Google Ad words, PPC and SEO
- Adobe creative suite knowledge
- Excellent written and verbal communication skills.
- Social Media content and management
- Email marketing
- Proven track record of successful lead generation focussed campaign initiation and deployment using a mix of traditional and digital marketing methods.

Preferential but not essential:

Microsoft Power BI. Salesforce. Video production.

Qualifications

At least 3 years in marketing, with solid B2B experience.

Job Benefits

Inhouse training and career progression opportunities

Birthday Holiday

Uniform provided

Staff parking provided

Contacts

for more information please contact: human-resources@fireglassuk.com