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**JOB DESCRIPTION**

**Job Title:** Marketing Assistant

**Responsible To:**  Sales Manager

**Main Purpose:** To accelerate our growth by developing and implementing successful marketing and communication strategies in Direct Life’s core channels.

**Success looks like:** Increased usage of LifeQuote services, as measured by increased applications, revenue, repeat users and decreased adviser drop off. Increased usage of Q&A services and generated income. Regular communication to LifeQuote users, target partners and externally within the market to increase awareness.

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**Responsibilities:**

Develop and implement marketing initiatives

Develop, produce, implement and maintain a social media strategy across key channels to increase our awareness and generate opportunities

Create content and manage email campaigns

Measure and report performance of all marketing campaigns

Develop and implement new and creative growth strategies

Ensure all market information and publications held and published by LifeQuote and Direct Life are up-to-date, relevant and of value

To conform to regulatory and cultural guidelines as set by management e.g. Treating Customers fairly (TCF), Data protection, Health and Safety, Quality and Service Excellence, Financial Crime, Money Laundering and Complaint handling.

To provide the highest possible standard of Customer Care, within response times, to meet Customer needs and satisfy business demands.

Identify improvements to, and make suggestions for, improving processes for customers and the business.

Show flexibility and carry out any other reasonable duties set by the Sales Manager as required.