Franklite Limited, established in 1973, is a global manufacturer and distributor of lighting. With our company's headquarters and manufacturing facilities located in Milton Keynes.

An exciting opportunity has arisen for a talented Creative Assistant to support the development and continued success of our renowned brand.

Our ideal candidate will be highly driven and full of ideas, and will be looking to take the next step in their marketing career. You will be key in the creation of exciting content in line with our company values.

As our Creative Assistant you will be working closely with our Marketing Manager, Senior Management Team and Directors, and will be a valuable member of the team, helping us to build positive relationships with all customers and staff to promote an engaging and innovative marketing culture.

**Key responsibilities and duties of our Creative Assistant role...**

* Creation of artwork for catalogues, price lists, adverts, leaflets, e-shots etc
* Creating press releases for new products, completed projects etc
* Develop digital campaigns to increase web traffic & conversion, so you will have in depth, hands on social media knowledge
* Execute both traditional and innovative marketing strategies and demonstrate good ROI using industry standard metrics
* Using your exceptional copywriting skills, you will create innovative and engaging marketing content
* Be responsible for all brand assets and ensure consistent on-brand tone of voice
* Respond to customer marketing enquiries from social media and marketing email queues.
* Websites (management of content via both CRM and CMS (Content Management System).
* Fulfilling client websites and digital media requirements, including liaison with clients and suppliers
* Assisting in organising exhibition and events in the UK and abroad – travel maybe required
* General administration duties including general marketing and product related queries, plus maintaining our CRM database – adding product images to sync to the website, generation of customer logins and adding customer agreement information.

**The ideal candidate will have the following skills, attributes and qualifications...**

* Outstanding attention to detail and excellent task management.
* Outstanding communication both written and verbal
* Photoshop, InDesign, Mailchimp and all social media channels.
* Solid understanding of SEO, SEM, CMS, web design, PPC, video, etc
* Holds a positive, cheerful and optimistic mindset with a can-do attitude
* Qualifications(s) within Marketing is highly desirable, however qualified by experience will be considered
* Copywriting experience is highly desirable
* Previous experience within a Creative and Graphic Assistant role

No agencies please.

* **Contact:**Colin Lewis
* **Reference:**Totaljobs/G1/CA/21
* **Job ID:**92742411
* <https://www.totaljobs.com/job/creative-assistant/franklite-ltd-job92742411>