

seriun[®]

Join our team

Digital Marketing Assistant



About Seriu

A strong team of tech ninjas and industry experts

Founded in 2003, Seriu are an award winning fully Managed Service Provider. A team of 30 who specialise in delivering IT services, Telecoms solutions and bespoke software development to a wide range of industries. Seriu invests in its people and encourage work to be enjoyable and rewarding.

Our vision and purpose are to inspire and empower everyone to get the best out of technology. Empowering you to progress your career in what you love to do. We pride ourselves on delivering excellent customer service and solutions, empowering our customers to do the same for *their* customers.

Inspiring and engaging our team

Last year we launched Inpowa – our employee engagement tool to drive reward and recognition throughout the team. It integrates with Autotask, our Business Management software, allowing us to actively reward you for the great work you do. Results lead to 'diamonds', which translate into prizes, everything from a KFC bucket to a trip for two to a holiday destination abroad.

An advertisement for Inpowa, an employee engagement platform. The background is a vibrant purple and pink gradient with a stylized cityscape and a superhero character in a blue suit and yellow cape standing on a red pedestal. The text is in white and yellow. The Inpowa logo is in the top right. The main headline is 'EMPOWER YOUR TEAM'. Below it is a sub-headline: 'Motivate and inspire your people with Inpowa's cutting edge engagement platform.' A paragraph follows: 'Integrated with your business management software, Inpowa drives performance with rewards, keeping your team happy and hungry for more!' Three bullet points with icons describe features: 'Engage with gamification' (game controller icon), 'Recognise performance' (target icon), and 'Reward and celebrate' (trophy icon). At the bottom, it says 'Level-up your business!' and 'inpowa.me'. The Seriu logo is in the bottom left corner.

INPOWA

EMPOWER YOUR TEAM

Motivate and inspire your people with Inpowa's cutting edge engagement platform.

Integrated with your business management software, Inpowa drives performance with rewards, keeping your team happy and hungry for more!

- Engage with gamification
- Recognise performance
- Reward and celebrate

Level-up your business!

incubated by **seriu**

inpowa.me

The start of an exciting new career

Digital Marketing Assistant (12 months maternity cover)

Start date: July 2020

This role is to help cover the Marketing Manager's maternity leave, with the possibility of securing a permanent position thereafter.

We are looking for a creative, outgoing person to join our team as Digital Marketing Assistant alongside the Marketing Manager at our Barrowford site.

This person will be results-driven and have excellent communication skills. They will focus on promoting the Serium brand and brand values using a multi-channel strategy and through implementing successful digital marketing campaigns.

They will have their finger on the digital pulse and will have a good understanding of web design and development as well as SEO. They will also have a creative flair with experience of the Adobe Creative Suite, in particular Illustrator, Photoshop and InDesign.

Duties

- ▶ Collaborating with the digital team and overseeing the rebranding of the website
- ▶ Assisting with SEO
- ▶ Creating and disseminating content for social media and web blogs
- ▶ Designing graphics and adverts
- ▶ Writing PR stories and sharing with press and media partners
- ▶ Organising, planning, and promoting (mainly online) events and webinars
- ▶ Building relationships and rapport internally with the team as well as external stakeholders (customers, suppliers, partners, etc.)

Essential skills and experience

- ▶ Excellent communication skills
- ▶ Basic HTML and CSS skills
- ▶ Proficient in Adobe Illustrator, Photoshop, and InDesign
- ▶ Be able to think creatively towards solutions to problems
- ▶ Analytical with a strong attention to detail
- ▶ Copywriting and content writing skills
- ▶ Ability to work independently under own initiative
- ▶ Charismatic and personable with a positive outlook
- ▶ Enjoys being part of a wider team

Desirable skills and experience

- ▶ Experience in web design, web development, and SEO
- ▶ Experience in video editing using Adobe Premiere Pro
- ▶ Google Analytics Experience
- ▶ Experience in using a marketing campaign platform
- ▶ Experience in event organisation
- ▶ Experience in the technology sector

Reporting

The Digital Marketing Assistant will report directly to the Managing Director, who will be the main point of contact at least for the first three months. They will also report to the Marketing Manager and provide monthly activity updates.

Schedule

- ▶ Monday to Friday
- ▶ 8:30 – 17:00

Salary

Dependant on experience.

Your benefits as a member of the Serium team

Our people are important to us, so we believe in looking after them as best we can.

We have an engagement policy with perks and benefits, including:

- ▶ Cashback healthcare plan
- ▶ Career and personal development
- ▶ Annual away day for feedback and positive change
- ▶ Fun CSR activities, friendly environment, and relaxed workplace
- ▶ Social days/evenings out and the Serium festival (coming soon!)
- ▶ Hot lunch on last Friday of every month, with a catered-for style lunch every quarter
- ▶ Xmas parties (which are on another level!)
- ▶ Weekly fruit basket, tea, coffee, and fruit juice provided
- ▶ Inpowa - employee reward system – prizes for the great work you do
- ▶ Annual Incremental holidays (maximum of 5 extra days after 3 years' service)
- ▶ Ability to purchase holidays
- ▶ Long service rewards and awards
- ▶ Pension scheme
- ▶ Career progression policy of internal recruitment over external
- ▶ And much more...

The social side of Serium

We strive to keep our people engaged and motivated.
Here's a few of our best bits over the years...



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