

Marketing Administrator

Part-time: 30 hours per week, with flexibility over how these hours are structured

Salary: £22,703 p.a. (equivalent to £28,000 FTE)

Location: Hybrid (primarily remote, with Wednesdays in our office in Winnersh Triangle, Wokingham)

About the Role

We are a small, friendly not-for-profit organisation and educational charity dedicated to the sciences of food and health. Established in the 1960s, we work with universities, food companies, and government agencies around the world.

We are looking for a proactive, detail-oriented and highly organised Marketing Administrator to provide administrative and operational support across our marketing activities.

This is a varied role combining marketing administration, CRM and data management, customer support, research and reporting, website administration, and support for campaigns and events. The emphasis is on organisation, accuracy, systems and keeping activities running smoothly, rather than creative marketing.

You don't need a traditional marketing background. Experience in administration, customer support, operations or a similar role could be equally relevant. We're looking for someone who is comfortable taking ownership of their work, managing competing priorities and finding better ways of doing things.

Key Responsibilities

Marketing Administration & Coordination

- Provide administrative and organisational support to the marketing team, helping ensure projects and activities run smoothly and efficiently.
- Take ownership of agreed administrative processes and identify opportunities to improve efficiency, accuracy and consistency.
- Maintain and, where needed, develop marketing processes, documentation, templates and files.
- Help manage Microsoft Planner and other internal systems to support effective coordination and follow-up.
- Support the planning and execution of marketing campaigns and events, including research, logistics and ordering.
- Prepare and review marketing reports, ensuring data is accurate and clearly presented.
- Using automation and AI-enabled tools appropriately and responsibly as part of improving processes, while maintaining human judgement and quality control.

CRM & Data Management

- Maintain accurate and up-to-date records in the CRM.
- Maintain marketing database and mailing lists with a high degree of accuracy.
- Carry out regular data cleansing and CRM maintenance to support data quality, efficiency and GDPR compliance.
- Identify and resolve data quality issues, escalating more complex issues where appropriate.

Research & Content Support

- Conduct market, competitor and customer research to support marketing activities and decision-making.
- Gather information to support campaigns, content and customer communications.
- Proofread marketing materials and website content, ensuring accuracy, clarity and consistency.
- Create and adapt straightforward marketing materials using Canva and existing templates.

Website & Digital Support

- Maintain and update website pages and blog posts using HubSpot templates.
- Monitor the website for routine content and maintenance issues, including those identified through audits, and make straightforward updates where appropriate.
- Support digital marketing activities, such as content scheduling.

Customer & General Support

- Manage incoming enquiries, responding directly where appropriate or directing enquiries to the relevant colleague.
- Work with colleagues to ensure customer requests are handled promptly and effectively.
- Research and gather information to help us respond to customer needs and enquiries.
- Maintain accurate records of customer and contact interactions.
- Identify opportunities to improve administrative processes and ways of working.

Skills & Experience

Essential

- Previous experience in an administrative, marketing support, customer support or similarly varied support role.
- Experience of taking responsibility for tasks or processes and seeing them through to completion with limited supervision.
- Excellent organisational, administrative and time management skills, with the ability to manage multiple priorities effectively.
- Meticulous attention to detail and a high level of accuracy.
- Great written and verbal communication skills.
- Strong research and information-gathering abilities, with the ability to identify and clearly summarise relevant information.
- Ability to identify opportunities to improve administrative processes and implement straightforward improvements.
- Confidence using Microsoft 365 applications, including Outlook, Word, Excel, Teams and Planner.
- Confidence using and learning business systems and digital tools. Training will be provided on our specific platforms, including HubSpot and Canva.
- A proactive, dependable and collaborative approach, with a willingness to support colleagues.

Desirable

- Experience using CRM systems, ideally HubSpot.
- Experience updating website content through a content management system (CMS).
- Experience using Canva or similar tools to create or adapt straightforward materials.
- Experience supporting marketing campaigns, events or other projects.
- Experience working in a marketing environment or providing support to a marketing team.
- An interest in higher education, research, publishing or knowledge-based industries.

Don't worry if you don't meet every requirement. If you have strong organisational, administrative and communication skills and relevant experience in a support role, we'd love to hear from you, even if your experience doesn't match every aspect of the role. Training will be provided on our specific systems and ways of working.

Is this role right for you?

You'll thrive in this role if you enjoy:

- Bringing organisation and structure to information, processes and systems.
- Producing accurate, high-quality work and spotting the details others miss.
- Researching, gathering and making sense of information.
- Working with databases, CRM systems and digital tools.
- Helping customers and colleagues find the information and support they need.
- Keeping projects, information and processes running smoothly.
- Finding practical ways to make things work better and more efficiently.
- Variety, moving between administration, research, customer support and marketing activities.

This role is unlikely to suit someone whose main interests are creating marketing campaigns, social media content, graphic design or brand strategy. While you will support marketing activities, the core of the role is administration, coordination, systems, research, data and customer support.

Use of AI in your application

We are happy for candidates to use AI tools to help prepare their application. However, your application should accurately reflect your own skills, knowledge and experience, and you should be comfortable discussing your experience in detail at interview.

We are interested in hearing about your experience in your own voice, so if using AI, please use it to support your application rather than replace it.