



DETAILS OF ROLE

Job Title: Marketing Assistant

Compensation: Competitive salary depending on experience, including company benefits

Reporting to: Head of Marketing

Location: London, Interchange Triangle, Camden

Duration: Permanent

COMPANY OVERVIEW

Parcelly is a truly unique tech start-up launched in December 2014, providing the UK's fastest growing network of open-loop parcel collection points with over 700 nationwide locations to date.

We believe parcel collection needs to be time efficient, reliable, but most of all put our customers in full control over how, when and where they receive online purchases. Being entirely online retailer and carrier agnostic, Parcelly's open loop technology can be used with any retailer online worldwide or easily be integrated into existing check-out systems along the supply chain.

Our fully smartphone based solution for last mile logistics is now expanding far beyond connecting online consumers to their most convenient local business location. Having recently launched a new Key Exchange service, which is a true industry first in the traditional logistics market, we are providing an additional layer of convenience for customers by allowing them to not only collect parcels at their preferred Parcelly location, but also to exchange keys with third parties as and when required.

Voted "*New Business of the Year 2015*" (F2N Business association), "*Best Innovation in eCommerce Delivery/Logistics 2016*" (eCommerce Awards for Excellence), "*Delivery Initiative of the Year*" and "*Startup Company of the Year 2016*" (Retail Systems Awards). Winner of "Publicis90 – Gold Award" 2016.

For more information visit: www.parcelly.com as well as: www.parcelly.com/blog.

ROLE SUMMARY

As one of the UK's fastest growing Tech Start-up, we're looking for the best talent to join our team. If you're enthusiastic, self-motivated and passionate about marketing and branding in a B2C & B2B delivery logistics environment, then we want to hear from you!

We have a great opportunity for a Marketing Assistant to join our award-winning team and help us create, curate and distribute a variety of content that really sells our service. You'll get the opportunity to work across the entire marketing mix, from social media to blogs and ATL advertising scripts. We're looking for people ready to work hard, challenge, be challenged and take pride in their work. Parcelly is disrupting an entire industry and this is your opportunity to play a part in the story.

PRIMARY RESPONSIBILITIES

As a Marketing Assistant you'll be writing blog posts, newsletters, working with social media influencers and producing content to test and drive social interaction with the Parcelly brand. Having a finger on the pulse, you'll have the chance to bring your ideas forward and create compelling content to engage with our B2C and B2B community across all marketing channels.

- Create fun and creative content to test social engagement and drive awareness of Parcelly across our various social media channels!
- Help draft content for our website, blog, newsletters and PR communications
- Research and analysis of Marketing effectiveness to assist driving the brand awareness and brand association of Parcelly across our target audiences
- Industry research and marketplace analysis to discover trends and help develop thought leadership
- Proofread marketing materials to ensure all content is of the highest quality
- Provide marketing and office support to the wider team including but not limited to brand partnerships, social media competitions, events and general office duties

SKILLS & EXPERIENCE

- 1-2 years of experience in a B2B and /or B2C marketing related role
- Creative thinker with plenty of ideas and sources of inspiration to create and test content
- Familiarity with Mailchimp, Hootsuite, Joomla plus other digital marketing knowledge and skills
- Strong experience using platforms including Facebook, Twitter, Instagram, YouTube etc
- Google knowledge preferable, including Adwords, Analytics, PPC, performance
- Experience using InDesign and Photoshop beneficial
- Team player and also self-starter, able to take a job and make it your own
- Strong communication and interpersonal skills with outstanding attention to details
- Positive attitude, highly self-motivated, self-sufficient, and confident
- Must have a 'can-do' attitude, a desire to learn and the willingness to do whatever is required
- Experience in start-ups preferable but not essential

Please send your CV and covering letter direct to careers@parcelly.com

We would like to invite candidates to find out more about Parcelly and the industry and most importantly try the service! Feedback is important to us and we'll often ask interviewees on their impressions of the service and improvements that can be made.