

**Job Title:** Marketing Assistant (Maternity Cover)

**Company:** Don't Buy Her Flowers (DBHF)

**4 Days a Week**

**Salary:** £23K (pro-rated)

**Description:** Don't Buy Her Flowers is a leading online gifting company dedicated to connecting customers through thoughtful gifts.

**Job Location:** Remote (with desk space in Stroud, Gloucestershire)

**Key Responsibilities:**

- Assist the Head of Marketing in executing the overall marketing strategy to drive brand awareness and engagement
- Take ownership of social media accounts, including content creation, scheduling, and community management across platforms including as Instagram, Facebook, and LinkedIn
- Co-ordinate the DBHF Content Calendar to ensure we hit deadlines, and all relevant stakeholders are briefed and receive the relevant content on time
- Engage with the online community through active participation, responding to comments and messages, and fostering relationships with followers, and potential partners and ambassadors.
- Identify and pursue strategic brand partnerships to expand the company's reach and enhance its reputation.
- Establish and manage an ambassador program, recruiting and nurturing relationships with brand advocates to amplify our message and increase brand loyalty.
- Design, write and implement Customer Email Communications in line with the CRM strategy and content plan

**Additional Information:** This is an exciting opportunity to join a dynamic team at a rapidly growing, high-profile business. The Marketing Assistant will have the chance to make a significant impact by contributing to the development and execution of innovative marketing initiatives.

**Qualifications and Skills Required:**

Previous experience in marketing or social media management; we welcome enthusiastic candidates who are eager to learn and grow.

Strong written and verbal communication skills with a keen eye for detail. Empathetic and an eye for sensitivity during certain campaign periods such as Baby Loss, Cancer and Grief.

Creativity and a passion for developing engaging content that resonates with our target audience.

Excellent organisational skills and the ability to manage multiple tasks simultaneously.

Self-motivated, proactive, and able to work effectively both independently and as part of a team.

Familiarity with social media analytics tools and an understanding of digital marketing principles.

**How to Apply:** If you're excited about the opportunity to contribute to the success of Don't Buy Her Flowers and thrive in a fast-paced, collaborative environment, we'd love to hear from you! Please submit your CV and a cover letter outlining why you'd be a great fit for the role to [sharethelove@dontbuyherflowers.com](mailto:sharethelove@dontbuyherflowers.com)