

## Marketing Assistant

### **The Company:**

Lyon Equipment Limited is a leading supplier of high-quality equipment to the Outdoor, Work at Height and Rescue markets. We are certified to ISO9001 Quality Management System, ISO14001 Environmental Management System and have achieved Investors in People certification.

The Lyon Marketing team is dedicated to promoting our brands in the UK and Ireland. Reporting to and supporting the Assistant Marketing Manager, the purpose of the role is to provide support to the department for all aspects of marketing activity in line with our brand schedules, to deliver marketing plans on time and assisting with marketing communications for both Lyon and our distributed brands.

### **The main responsibilities of the role would include:**

- Monitoring and day to day updating of the department marketing budgets
- Assisting with implementation of Brand marketing plans
- Data gathering on all marketing activities against KPI's
- Submission of consumer and trade magazine advertising
- E-news: compilation and circulation
- Social media assistance
- PO Processing and logging
- Processing athlete orders and reporting on spend
- Processing product orders for marketing activities
- Maintaining the Marketing budgets
- Event/tradeshows preparation
- Assist with showroom and office displays
- Sample recording and distribution
- Demo kit pool logistics and maintenance
- General enquiry handling
- Attendance of trade show and consumer events as required

### **The person we seek will ideally meet the following essential criteria:**

- Have a strong command of English and can demonstrate verbal and written communication skills
- Be able to communicate in a concise and unambiguous fashion
- Be organised, with good attention to detail
- Have good computer skills and experience.
- An interest in the outdoors will be beneficial.
- Be self-motivated and happy to work as a team member.
- Be willing to undertake personal training and development
- Full clean driving license – desirable but not essential

**Hours of Work:**

This is a full-time position which equates to a 37.5-hour week. Monday to Thursday 08:00 to 17:00 and Friday 08:30 to 14:00

**The benefits include:**

- Commencing salary will be in the region of £18,000 - £22,000
- 30 days holiday entitlement per annum (pro rata) including public holidays
- Generous staff discount (for personal use only) on the products we supply

**Upon successful completion of a three-month probationary period:**

- Inclusion into our qualifying pension scheme
- Invitation to join our healthcare scheme

To apply:

Please note that you must complete an application form to be considered for this position. Forms can be downloaded from our website [www.lyon.co.uk](http://www.lyon.co.uk), alternatively please contact Debra Battistini on 015396 – 24040

Once you have completed your application form (including your CV) please return it to:

Debra Battistini - HR Manager  
Lyon Equipment Limited  
Units 3 – 7  
Tebay Business Park  
Old Tebay  
Penrith  
CA10 3SS

**Closing date for applications: 9am Wednesday 05<sup>th</sup> May 2021**

**Interviews for this post are likely to take place week commencing: 10<sup>th</sup> May 2021**