

Job Description

JOB TITLE	Digital Marketing Assistant
SALARY	Grade D
RESPONSIBLE TO	Marketing & Communications Coordinator
TEAM	Business Management
DATE REVIEWED	February 2026

Purpose of the job

- To support the delivery of digital marketing activity with a particular focus on social media and digital content creation to increase brand awareness and engagement.
- To create engaging and visually appealing digital content, including graphics, images, videos and reels, for use across social media and other digital platforms.
- To support the creation and distribution of email newsletters, promotions and announcements to members and customers.
- To assist with the setup, delivery and monitoring of paid digital advertising campaigns to support marketing objectives.
- To monitor and respond to comments, messages and user interactions across digital channels, supporting positive customer engagement and brand reputation.
- To support the Marketing & Communications Coordinator with the implementation of marketing campaigns that contribute to lead generation, bookings and membership growth.

Duties and Responsibilities

This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

- Create visual digital content such as graphics, videos and reels.
- Assist in planning, scheduling, and publishing engaging content across platforms.
- Monitor and respond to comments, messages, and user interactions.
- Assist in the design and sending of email newsletters, promotions and announcements.
- Support the maintaining and segment email database for targeted campaigns.
- Assist the Marketing & Communications Coordinator in updating website content, blogs and landing pages.
- Support basic SEO activity by following agreed guidance and instructions, including updating keywords and on-page content as directed.
- Monitor site traffic using tools like Google Analytics.
- Support the setup and monitoring of paid digital ads.
- Analyse and compile weekly and monthly reports on campaign performance.
- Use the LMS and subsequent reporting tools to compile pre-defined weekly performance and monthly KPI reports.

- Support the production of accurate and timely performance reports, detailing sales, retention, conversions, debts and expiration reports.
- Produce competitor analysis on a regular basis to inform future marketing & sales campaigns.
- Support colleagues with basic system queries, referring complex issues to the Marketing & Communications Coordinator or appropriate manager.
- Support the accurate use of the LMS by inputting content, checking data and escalating issues in line with agreed procedures.
- Maintain clear documentation of system changes and process updates.
- Work collaboratively with other departments to support ongoing projects and process improvements.
- Support initiatives to improve the member journey, from joining to on-site experience, ensuring systems support seamless interactions.
- Work in collaboration with the Bookings Coordinator when required to support the promotion of events.
- To assist in the promotion and marketing of Volair, it's services and facilities.
- Follow up on corporate membership leads.
- Support outreach programmes to corporate organisations and events with a view to increasing membership sales.

Reporting & Insight

- Compile pre-defined weekly and monthly marketing and sales reports using LMS, CRM and analytics tools, in line with agreed templates and guidance.
- Provide information and observations from reports to support the Marketing & Communications Coordinator and wider team.
- Support the coordination of customer surveys, by proactively identifying issues and recommending process improvements, turning feedback into actionable improvement suggestions.

General Responsibilities

- To maintain a high standard of dress and hygiene with supplied Volair uniform worn at all times.
- To attend meetings and training sessions as appropriate.
- Always take ownership for the overall standards and appearance of your work area.
- To liaise with staff and management within the company or other agencies as required.
- To uphold equal opportunities in employment, in advice and in service delivery.
- To comply with all requirements of the Health & Safety legislation and Volair policy, taking appropriate action where necessary
- To comply with the company's Standing Orders and financial regulations.
- To act in a manner that is credible, professional and promotes Volair in a positive manner, adhering to its policies and culture.
- Undertake any other duties commensurate with the post and grade which contribute to the general purpose and objectives of the business.

Health and Safety

- To use equipment as instructed and trained
- To inform management of any health and safety issues which could place individuals in danger