

# Marketing Assistant

January 2019



## The Brand Background

Peppersmith is a UK business established in 2010. We're leading the charge in sugar free confectionery and we're looking for passionate and entrepreneurial people to join our team. Our core proposition is sugar free mints and chewing gum that are well designed, great tasting and healthy. We can be found on the high street in retailers including Sainsburys, Waitrose, Holland and Barrett, BP, Morrisons, Ocado and 1000s of health and wholefoods shops, delis and cafes nationwide. We sell direct to consumers via our webshop and are also the number 1 selling chewing gum and mint brand on Amazon.co.uk.

## The Role

We are looking for a Marketing Assistant to help us continue to build the Peppersmith brand across our digital and social channels, as well as looking after our webshop consumers on a daily basis. We are looking for a bright all-rounder who is creative, organised and personable. They should have an eye for detail and be excited by the idea of working in a fast-paced entrepreneurial environment. This is a great opportunity to be part of shaping a brand's digital, social and retail presence, as well as get an insight into what makes an FMCG brand tick. There will also be plenty of opportunities for the right person to grow with the business, continue to learn new skills and take on more responsibility.

## Key responsibilities

- **Supporting the delivery of the marketing plan.** Help make our marketing team tick by getting involved in all aspects from social, to sampling, to digital and PR.
- **Connecting with consumers.** We want you to be the first point of contact when consumers get in touch with Peppersmith. Act as the voice for Peppersmith on social media, on the phone and on email, helping consumers with any questions they might have when it comes to the product or how to use the webshop.
- **Be the King/Queen of sampling.** We want you to help us get Peppersmith into the hands of more people. This will involve getting out and about, sampling in the likes of Wholefoods, Planet Organic, smaller health food stores and potentially larger retailers too.
- **Social and digital media.** Take on the day-to-day management of all our of social media channels, posting content and responding to comments and messages. Track and analyse KPIs on a monthly basis.
- **Team support.** Get stuck in to helping all areas of the business including sales and supply chain. Keeping the office in shape on a day-to-day basis.

## Key skills

- Have a passion for brands, as well as social and digital media.
- Happy to talk to our consumers and be the voice of Peppersmith on email and over the phone.
- Be an organisation guru, to be able to juggle multiple projects, and work to tight deadlines when necessary.
- Be full of initiative and be able to take ownership of their responsibilities.
- Be positive and enthusiastic, and keen to work in an entrepreneurial environment.
- Confident at copywriting and taking the brand's tone of voice on board.
- Be creative and willing to get stuck into developing content for all our digital and social channels.
- Experience in an FMCG brand useful but not necessary.
- Minimum 2:1 degree.
- Must be aligned with our company values and ways of working (below).

## Company Values

1. **Be a rebel with a cause.** Challenge what exists to make something better.
2. **You can have your cake and eat it.** Put health first. But don't compromise on taste or ingredients.
3. **Real plants not chemical plants.** Mother nature knows best.
4. **Don't settle.** Be the one who says 'why not?' and 'how do you know that?'
5. **Do the right thing.** For the planet and all who live in it. Have integrity.
6. **Enjoy the ride.** Have fun, be proud.

Full time role based in Chiswick