

Company	OMEX Agriculture Ltd.
Main Site	Hybrid, Bardney, Lincoln
Job Title	Marketing Assistant
Contract Terms	Part Time or Full Time, Temporary

OMEX

OMEX is the market leader in liquid fertilisers in the UK, manufacturing and exporting a unique range of plant nutrients and crop health promoters nationally and internationally. OMEX is an innovative and exciting place to work.

Overview of Role

The marketing assistant will play a crucial role in supporting the Marketing Manager across the full marketing mix, from promoting the brand to event management. This position requires strong organisational skills, marketing knowledge and an eye for detail. The successful candidate will be comfortable with managing their own time and looking for opportunities to enhance the OMEX brand. You'll work with numerous stakeholders and customers across the OMEX Agriculture business and have opportunities to grow your knowledge of marketing within an industry leading brand.

Key Responsibilities

- Managing and scheduling social media posts across multiple platforms
- Assisting with event management including planning, and set up
- Copywriting for websites, social media and in-print
- Collaborating with the web team to positively promote SEO
- Designing assets for social media, web and email marketing, using the Adobe and Canva software suites
- Developing and distributing mailshots to keep our customers informed
- Assisting the Marketing Manager with various marketing tasks
- General administrative tasks as required
- Liaising with other departments to support cross-functional initiatives
- Updating of product technical sheets and labels
- Engage in customer research

Qualifications, skills and experience

- Education- Marketing qualification, ideally to Degree level or CIM accredited
- Proven experience – Preferably have experience within a marketing role
- Proficient in design software including the Adobe suite, Canva and MailChimp
- Strong time management details
- High attention to detail
- Confidence to work with multiple teams within the business
- Full UK driving licence (travel to other OMEX sites and events will be required).

The post holder should support the OMEX team in excellence for the Vision strategy & Focus on the Values of the business (see below).

Vision Strategy	
Product Performance	Provide products that consistently meet / exceed expectations. Products that are reliable, efficient, accurate, easy to use and provide optimal nutrition to crops resulting in excellent crop yield, quality and sustainability.
Logistics	Maximum customer satisfaction achieved through efficient infrastructure, accurate demand forecasting, effective system management and cost optimisation.
Technical Support	Commercial teams possess a deep understanding of products and application to help farmers use fertilisers more efficiently, have effective communication skills, respond in a timely manner and have a customer centric approach.
Quality	Consistently high-quality standards achieved in operations through continual evaluation of processes and product formulations to eliminate problems.
Safety	Superior safety standards achieved through establishing a strong safety culture where employees recognize the importance of safety, feel confident in reporting hazards and have the necessary training to work safely.
People	An engaged, motivated and loyal workforce that are encouraged, empowered and given a work environment that provides opportunities to reach their full potential.

FOCUS on Values	
Fulfilment	<ul style="list-style-type: none"> ● Happy ● Motivated ● Challenged ● Rewarded ● Developed ● Appreciated
One-Team	<ul style="list-style-type: none"> ● Communicate Well ● Support Others ● Align with decisions ● Involve the right people
Collaborate	<ul style="list-style-type: none"> ● Build partnerships based on trust and respect both internally and externally
Use a Strategic Mindset	<ul style="list-style-type: none"> ● Maintain a long-term perspective ● Innovate ● Think Broadly ● Be willing to change ● Use data to drive decisions
Strong Execution	<ul style="list-style-type: none"> ● Focus on priorities ● Coordinate resources ● Clear accountability ● Work at the right pace ● Don't cut corners