



Role Title: Marketing Assistant

Based in Braintree, Lolly is a leading software and technology firm in the hospitality sector producing a wide range of state-of-the-art technology solutions including robot waiters, facial verification, mobile apps, EPoS and payment solutions.

Our mission is to make technology simple, by implementing the best solution, incorporating the most reliable intuitive technology and to follow this with first class after-sales customer care.

We exist to create a technology hub for now and in the future.

About the Role

Reporting to the Head of Marketing, this is an amazing opportunity to join a thriving business. We're looking for a proactive and detail-oriented Marketing Assistant to support our busy marketing team. A strong communicator across all levels, you'll help coordinate and execute a variety of campaigns across digital and traditional channels. This role is ideal for someone with strong organisational skills, a flair for creativity, and a keen interest in copywriting, social media, and campaign reporting. You'll need to be proactive and enthusiastic, with strong organisational skills and a collaborative mindset. You'll play a hands-on role in bringing marketing plans to life and ensuring everything runs smoothly from concept to delivery. work closely with the wider business and external agencies to support the smooth execution of marketing projects from start to finish, ensuring everything remains on brand.

Role Accountabilities

Campaign Support

- Assist in planning, executing, and tracking multi-channel marketing campaigns (digital, print, social).
- Conduct market research and gather data to inform campaign development.
- Support the creation of campaign materials such as presentations, ads, and promotional content.
- Help develop creative content including blog posts, social media updates, and email newsletters.
- Monitor campaign performance and report on key metrics.

Content Creation and Management

- Support day-to-day execution of the content marketing plan.
- Contribute to engaging content for social media, blogs, and email campaigns.
- Schedule social media posts, monitor engagement, and respond to enquiries.
- Update marketing materials such as brochures and presentations.
- Assist with website tracking setup and ensure digital content is accurate and up to date.

Event Management

- Help plan, coordinate, and execute events (e.g. conferences, trade shows, product launches).
- Promote events via social media, email marketing, and online ads.
- Provide on-site support including setup, registration, and customer engagement.

Administrative Support

- Provide general admin support including meeting scheduling, calendar management, and travel arrangements.
- Maintain marketing databases and ensure information is current.
- Prepare and distribute marketing materials such as reports and sales collateral.
- Create internal communications (e.g. presentations, posters, staff newsletters) as requested by the CEO.

Market Research and Analysis

- Monitor industry trends and competitor activity to identify content opportunities.
- Review marketing performance against KPIs and budget.
- Gather feedback to understand client needs, preferences, and emerging trends.

About You

We're looking for someone who is:

- Organised and solutions-focused, with the ability to juggle multiple priorities.
- A strong problem-solver who can navigate challenges and think on their feet.
- Creative, with a flair for ideation across projects.
- Comfortable working within fast-paced, collaborative environments.
- Confident bringing new ideas and suggesting new ways of doing things.
- A natural communicator who works well across teams and disciplines.

Key Skills & Requirements:

- Either a bachelor's degree in marketing, communications, or a related field such as business studies.
- Or alternatively, a proven track record of at least 2 years hand on experience working in marketing.
- Demonstrate experience and knowledge of marketing planning and activity management.
- Excellent written and verbal communication skills.
- Strong organisational and multi-tasking abilities
- Detail-orientated with a focus on delivering high-quality work.
- Strong problem-solving and critical-thinking skills.
- Ability to work under pressure and meet tight deadlines.
- Demonstrates initiative and works efficiently, managing tasks proactively

Desirable:

- Proficiency in digital marketing and AI tools and platforms, including social media management tools, email marketing software, and content management systems.
- Proficiency in using Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with graphic design software (e.g., Adobe Photoshop, Canva) is a plus.

Why Join Us?

We are one of the leading omni-channel retailers across the UK, but more than that, we are a great place to work. We value you and your development. We pride ourselves on giving our team members the opportunity and continued training and development to enable them to progress their personal and professional skills.

Our aim is to create a fun and creative environment, where your success is paramount to ours and you are given the right tools, support, and platform to achieve your goals. More than that, we want every team member to be happy in their work and feel they can contribute and add value to the business.

Hiring Process

We review applications on an individual basis. If we feel you would be a good fit, we will invite you to join us on a Teams chat for an informal discussion about the role, and for you to see if we are a good fit for you.

We value open and honest conversations, giving you the chance to learn more about the role in a friendly and informal environment. We want to learn more about you and why you feel that this next step is the right opportunity for your career development.

We look forward to receiving your application, and we hope to meet you soon.

Job Type:	Permanent
Salary:	£28,000.00
Proposed Hours:	Monday to Friday. 9:00am – 5:30pm
Location:	Unit 3 Freeport Office Village Century Drive Braintree. Essex
Position Type:	Full-Time Office