

**Job Title:**

Student Marketing Assistant

**The Company:**

Founded in 1969, IAE are the UK's largest and leading manufacturer of livestock housing and handling equipment, equestrian stabling, industrial fencing and shelters. The company remains to be owned by the same family who set it up 52 years ago, and now employs over 450 people, which we are committed to investing in. IAE is based on a purpose built, 36-acre site which is situated on the edge of Stoke-on-Trent in Staffordshire. The state-of-the-art production facility features an extensive range of automated processes, ranging from robotic welding technology to automated material handling. In addition to this, IAE also houses its own galvanising facility and is currently developing an adjoining site which will incorporate an additional 103,000 ft<sup>2</sup> of production space, as well as an in-house learning and demonstration facility.

**The Role:**

IAE require a Placement Student to join their growing Marketing department. Working closely alongside the existing Marketing team, as well as other business functions, the Marketing Assistant will be assisting with the day-to-day marketing activities, which will include (but isn't limited to), planning, running and analysing social media and website campaigns, assisting in the co-ordination of long-term marketing projects, helping with the planning and logistics of upcoming shows and events as well as helping to develop and promote the IAE brand in a positive and professional manner. Some elements of this role will include working individually while other aspects will require you to effectively communicate with other areas of the business to see a project through from start to finish. This role offers a fantastic opportunity for a placement student to have an active input into the short- and long-term decision making of the department.

**The Candidate:**

The successful candidate will currently be studying a Marketing related degree and must be on track for a 2:1 classification. Excellent computer literacy and a willingness to learn is essential for this role. The candidate will need to display creativity and have an aptitude for expressing their opinion, as well as having an excellent eye for detail whilst exhibiting a pro-active attitude. Any experience in agriculture would be of benefit but is by no means essential. The candidate must be able to efficiently manage their time whilst juggling multiple tasks.

**Experience Gained:**

The Student Marketing Assistant will benefit from first-hand experience of working in a fast-paced, fun, professional and hands on marketing department, contributing to the output of the company's marketing activities. By managing and analysing social media and website campaigns, the candidate can expect to gain an in-depth insight into the importance of digital marketing, as well as gaining a solid understanding of the general day-to-day marketing activities that must be undertaken by the department in order to output successful materials and help build the IAE brand. The candidate can expect to become a valued member of the department as they will play an important role in helping IAE's marketing strategy develop to new levels.

 [sales@iae.co.uk](mailto:sales@iae.co.uk)

 +44(0)1782 339320

 Mossfield Road, Adderley Green, Longton, Stoke-on-Trent, ST3 5BW

 [www.iae.co.uk](http://www.iae.co.uk)

 @IAE1969

Reg.No 1448116 Proprietors : F. Klucznik & Son Ltd.