



Digital Marketing Assistant

ingenie is an award-winning insurance brand for young drivers and learner drivers. As well as our car insurance products, we offer a whole range of guidance and support for new drivers and parents too. By rewarding young drivers with discounts for good driving, our aim is to help them stay safe on the road, (which helps Mum and Dad sleep at night) but also to make insurance more affordable. Check us out: www.ingenie.com

We're a progressive company based in Leatherhead with a great team of people working for us across marketing, development, customer services, operations and finance. Our work culture is a friendly and relaxed one - you won't find any suits here - but we work hard as we know we're part of a competitive market. Innovation and growth are a big focus for us over the coming year.

The Opportunity

We are looking for a motivated and enthusiastic individual looking to start a career in digital marketing to join ingenie's marketing team as a marketing assistant. The role will be reporting into the Senior Digital Marketing Manager but working very closely with Head of Marketing and the wider team. This role would suit an individual who is looking to kick start their career in marketing, the role will offer the required training and support to succeed. We need a self-starter who has the desire to learn about all aspects on marketing and has the ability to own the role and make it their own.

Responsibilities:

- Day to day management of our affiliate network AWIN:
 - Accepting/declining publishers
 - Publisher outreach
 - Approving/declining commission
 - Approving declining transaction queries
 - Commission templates
 - Creatives and Copy
 - Publisher management
 - Ensuring publishers are compliance
 - Account management
- Working with the digital marketing manager to ideate ways to maximise return we get from affiliate network AWIN
- Day to day management and eventually point of contact for email and SMS marketing:
 - Creating email campaigns
 - Creating triggered campaign content
 - Uploading data – from various sources for email and SMS campaigns
 - Automated programs
 - Reporting
- Tracking campaigns using Googles UTM tracking and our operation partners INT code tracking to monitor traffic driven to ingenie.com and quotes and sales
 - Manage INT code spreadsheet to ensure all tracking codes are correctly recorded and can be linked back to campaign activity
 - Creating INT and Google UTM codes for campaigns



- Assisting the Senior Digital Marketing Manager with the planning and implementation of SEO campaigns
- Being an integral member of the broader ingenie team with responsibility / participation in ad hoc projects and initiatives.

What we're looking for:

- A graduate in Marketing, Business, Media, Journalism or similar discipline or a Junior Marketer looking for their next role
- A self-starter with a desire to learn and take ownership of their work
- Excellent communicator
- Commercial awareness

Our ideal candidate should be:

- Adaptable and creative
- Analytical
- Team oriented and have great communication skills
- Excellent in their attention to detail
- Ability to work as part of a team as well as on their own

What we're offering in return

- Training and support as you start or continue your career in marketing
- Freedom to take ownership of your own workload
- 25 days annual leave, on top of the usual bank holidays
- Vitality Private Health Insurance
- Vitality Private Life Assurance
- Access to a Pension, with employer contributions
- Professional development sponsorship
- Discretionary Company bonus scheme
- Access to discounted gym membership
- Car parking on site
- A help-yourself kitchen that's kept well-stocked with fresh fruit and snacks as well as hot/cold drinks
- Regular Pizza Fridays – just because

Our environment

Our head office is bright, airy and surrounded by stunning grounds. With the River Mole running alongside you'll find all sorts of wildlife joining you on your lunchtime stroll or picnic. Leatherhead's town centre is just a 10-minute walk away and has a good choice of cafés, restaurants and shops to grab a bite to eat.



We also have a team of Social Genies who organise activities for us, from summer BBQs and quizzes to competitive egg and spoon races.

At the moment due to Covid we are working remotely. Going forward we can offer a level flexibility between home and office working – but as with most businesses this is a work in progress.

To Apply

Email Laura-Jane Pohlmann: laura@ingenie.com with your CV and tell us why you're the right person for this job.