

JOB DESCRIPTION

Job Title: Marketing Assistant - Aston Martin Racing Commercial

Job Purpose: To assist Marketing Manager and Account and Event Manager with the following areas:

- Event bookings and administration
- All marketing collateral (display material, branded communication tools etc.)
- Team and technical clothing
- Showcar diary and management
- Day to day finances
- All other tasks as necessary

Key Accountabilities:

- To oversee specific projects on behalf of the Marketing Director
- To develop innovative applications for new technologies
- To initiate and maintain corporate newsletters, sourcing editorial, briefing designers and overseeing publication and distribution
- To develop Prodrive presentations with content relevant to the interest of their target audiences
- To ensure all printed materials follow the corporate guidelines
- To co-ordinate external marketing suppliers working on behalf of Prodrive
- To oversee, from idea generation to final evaluation, the development of a Prodrive business to business database
- To assist any Prodrive division or department with the development of Prodrive literature and brochures