



ASTON MARTIN

External Job Advert
Marketing and Communications Intern

Job Purpose:

The Engagement Marketing Team are responsible for communicating key company messages to a range of audiences including Customers, Dealer Partners, Investors, Stakeholders and the Media. This role will be a key support for the development of a variety of email communications. Other responsibilities include development of Newsletter content for Customer, Dealer and Stakeholder communications, and updating the Marcom Dashboard; a presentation delivered to the Board of Directors every month as an update on the Marketing and Communications activities taking place globally.

Key Responsibilities & Tasks:

Email Marketing

- Create a range of email communications using Marketing Cloud (powered by Salesforce). This will involve using Email Design and HTML coding to create visually engaging communications for a range of audiences, which also adhere to the Aston Martin Brand Guidelines.
- Maintain the current templates that are available in Marketing Cloud including fixing any ad-hoc issues quickly and efficiently.
- Research new email design practises and make suggestions of how to incorporate these into the Aston Martin roadmap.
- Write copy for the email communications and send to internal stakeholders for review.

Newsletter Content Co-Creator

- Liaise with a range of Aston Martin departments (Regions, Marcom, Production, Design, Engineering, Quality, Aftersales, Accessories, Q) in order to find interesting and unique stories from around the business.
- Create a communication plan for the delivery of articles throughout 2016 through the Customer and Dealer Newsletters.
- Collate key information and imagery to support these stories.
- Write interesting and engaging articles for use in the quarterly Customer and Dealer Newsletters, including copy for web pages and teasers for emails.
- Ensure permissions to use copy and images have been agreed with all the relevant parties including ensuring stakeholder sign off on content suitability.

Marcom Dashboard Update

- Liaise with key stakeholders and interrogate the relevant systems to gather key Marketing and Communication activity for the previous month.
- Collate the information into a visually engaging and easy to read presentation.
- Brief the Marcom Director on any updates and key information required.
- Circulate the presentation to the Region and Central teams.
- Print the presentation and display in the Retail Activity Room.
- Use initiative to suggest other information that should be included in the Dashboard in the future.

Other Projects

- Support dealer and region queries for Brand Hub: Aston Martin's portal for all marketing and communications materials.
- Maintain the development of an Aston Martin 'Car in Build' book. This book will cover the history of the company and the production process, and will be available for customers to purchase and personalise for their own car.
- Other ad-hoc projects may also require support.



ASTON MARTIN

External Job Advert

Qualification & Experience:

- Marketing or equivalent business degree, CIM diploma in Marketing or Business/Economics/Management senior qualification.
- Email Design and HTML development experience highly desirable, along with a working knowledge of Adobe Photoshop.
- Excellent attention to detail and accuracy with a strong commitment to the job.
- Capable of learning new systems and processes quickly with a proactive and flexible approach to a constantly developing environment.
- Highly self-motivated, reliable, positive and focused on results with good organisational, time management and communication skills.
- Analytical approach to problem solving.
- Strong & proven project management skills.
- Process driven with the ability to be creative when necessary.
- Strong written communication desirable.
- Capable of working as a part of a small team and cross functionally to deliver key project goals.
- Possess the drive and passion to positively affect culture change and gain buy-in of all stakeholder groups.
- Fully conversant with Word, Excel, Power Point and Outlook.