

# Marketing Assistant Role Job Description

Team: Crestbridge Fiduciary, Jersey  
Reporting to: Head of Marketing and Business Development, Jersey

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## The Crestbridge difference

Crestbridge Fiduciary is a privately-owned and independent fiduciary services provider.

Our specialist team work alongside HNWI and UHNWI individuals and families, providing a comprehensive and sophisticated global platform for protecting and structuring wealth. We offer a truly multi- jurisdictional service accommodating even the most complex cross-border structures, supported from our offices in Jersey and Wyoming.

Driven by an uncompromising focus on service quality and holding ourselves to the highest standards of transparency and personal integrity, we cultivate relationships that endure across generations. We are committed to ensuring our clients enjoy the clarity and peace of mind to pursue life's passions.

## Life at Crestbridge Fiduciary

Our shared company values are integrity, professionalism and agility. These are principles we strive to uphold not only in our dealings with clients, but in how we support one another.

We are committed to offering clear and engaging career paths, and an environment in which all colleagues feel empowered. Where possible, you will be afforded as much responsibility as you are comfortable with accepting, along with ample opportunity to realise your full potential through diverse and challenging work.

Alongside continuous training and development, invaluable mentorship and guidance are provided by our globally experienced executive team.

Along with a lively social calendar of events and activities, we strive to engage fully with, and contribute to, the communities in which we live and work.

## The Role

As a Marketing Assistant, you will provide day-to-day support to the Marketing team, assisting with a range of marketing, communications, digital, and administrative activities.

You will support the delivery of marketing activity by helping to prepare materials, maintain marketing records, coordinate activities, and assist with events and communications. This role provides an opportunity to develop your marketing knowledge and gain experience within a professional services environment.

You will work closely with the Marketing Manager and wider team to ensure marketing activity is delivered accurately, professionally, and in line with the organisation's brand and values.

## **Key Result Areas**

- Provide effective administrative and coordination support to the Marketing team.
- Assist with the delivery of marketing and communications activities.
- Support the preparation and maintenance of marketing materials and content.
- Assist with the coordination of events and marketing activities.
- Maintain accurate records and information to support the team.
- Take responsibility for your personal development, in line with agreed objectives and development plans.
- Act as an ambassador for the organisation, demonstrating our values and supporting a positive team culture.

## **Key Responsibilities**

The list below details the tasks that your role is likely to include. It is not exhaustive and may be amended from time to time:

### **Marketing & Communications**

- Assist with preparation of marketing campaigns and communications activity.
- Support the review and formatting of documents to ensure accuracy and consistency.
- Assist with the organisation and maintenance of marketing files, records, and resources.
- Support general marketing administration and team activities.
- Help ensure communications are produced to a high standard and in line with brand guidelines.
- Maintain marketing templates, images, and shared resources, ensuring they are organised and up to date.

### **Digital Marketing**

- Assist with updating website content and digital marketing materials.
- Support social media activity by helping prepare content and maintain records.
- Assist with email communications and marketing distribution lists.
- Support the organisation of digital content and marketing assets.
- Develop an understanding of digital marketing channels and tools.

### **Events Support**

- Assist with the coordination of internal, client, and industry events.
- Support event administration, including invitations, attendee lists, materials, and follow-up actions.
- Assist with organising event materials and liaising with suppliers where required.
- Maintain event records and documentation.

### **Team Support & Administration**

- Provide administrative support to the Head of Marketing and Business Development, Marketing Manager and other internal stakeholders as required.
- Assist with maintaining marketing databases, records, and documentation accurately.
- Support with tracking marketing activities, deadlines, and actions.
- Assist with research and information gathering when required.
- Support the team with ad hoc marketing tasks and projects.
- Assist with processing invoices and maintaining budget spreadsheets.
- Support with reception cover from time to time.

## Requirements

### Qualifications

- A good academic background, including GCSEs (or equivalent) in English Language and Mathematics at Grade C/Level 4 or above.
- Willingness to work towards a relevant marketing qualification.

### Knowledge and Experience

- Good working knowledge of Microsoft Office applications and a basic knowledge of marketing systems, such as CRM, email marketing and content management systems (e.g. Dynamics & ClickDimensions, SharePoint, Google Analytics, WordPress and Canva).
- An understanding of the importance of accuracy, confidentiality, and professionalism.

### Skills and Qualities

- Excellent written and verbal communication skills.
- Strong attention to detail and a commitment to accuracy.
- Good organisational skills with the ability to manage own deadlines.
- A proactive and flexible approach with a willingness to learn.
- A positive approach to problem solving and supporting the wider team.

## Additional Information

Our values are reflected in the behaviours we demonstrate every day:

**Integrity** – kind, trustworthy and compassionate, working collaboratively and respectfully with colleagues, clients and other stakeholders.

**Professionalism** - reliable and accurate, working consistently to deliver solutions efficiently, effectively and with a level of technical expertise appropriate to your experience.

**Agility** - flexible and commercial, happy to adapt to changing demands and offer support wherever required to meet the needs of the business.

We offer all our permanent team members a great benefits package that includes\*:

- Competitive salary
- Non-contributory pension scheme
- Private healthcare (with no exclusions for pre-existing conditions)
- Life insurance
- Critical illness cover
- Option to buy or sell up to 5 extra days of annual leave
- 3 additional wellbeing days a year
- Discretionary annual bonus
- Support for professional qualifications and ongoing development

\*Eligibility for certain benefits will commence after completion of probation. Crestbridge reserves the right to vary or withdraw benefits at any time.