



Trainee Digital Marketing Administrator

Candidate Brief

AESSEAL plc, Mill Close, Rotherham, S60 1BZ

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AESSEAL® overview



AESSEAL® is part of the AES Engineering Ltd Group, a global engineering and reliability company with sales exceeding £265 million. We specialise in the design and manufacture of mechanical seals and seal support systems. Our innovative products are designed to minimise environmental impact, helping to combat climate change.

At AESSEAL®, we take pride not only in our exceptional business reputation but also in our commitment to exceeding social responsibilities. We have a strong track record of developing talent within the organisation, providing apprentices and employees with opportunities to grow, take on additional responsibilities, and advance into management roles.

View our day in the life videos:

We actively encourage employee involvement in impactful initiatives, such as collaborating with schools to inspire the next generation of engineers and entrepreneurs, sponsoring GUTS events, and achieving global Net Zero. AESSEAL® is also a recipient of 15 Queen's Awards, plus numerous ISO certifications. The business has a track record of achieving year-on-year sales and profit growth and has invested millions of pounds in facilities and machinery which contribute to making AESSEAL® a unique place to work.



Our core values

Our Purpose is to give our customers such exceptional service that they need never consider alternative sources of supply.

- We pursue excellence in order to continuously improve.
- We promote, embrace and manage change.
- We champion honesty and fairness.
- We are committed to protecting the environment.
- We create an environment where we are happy at work.

Our vision is to become the leading global reliability business, delivering solutions to help industries save water, energy, cut pollution, and create a better world.

Our focus - to us, the customer really is king. It is our focus on customer service and quality that has seen us grow year on year since we were established in 1979. Today we have 69 businesses from 108 locations, serving over 100 countries, and employ a global network of sales engineers and technical support specialists.

C. J. Rea, Managing Director



The benefits

At AESSEAL®, we recruit and develop the most talented individuals, whether that's in engineering, sales, service, or support roles.

Our focus - to us, the customer really is king. It is our focus on customer service and quality that has seen us grow year on year since we were established in 1979. Today, we have 230 locations worldwide, supplying customers in 104 countries, and employ a global network of sales engineers and technical support specialists.

Working collaboratively across our global operation, we are one 'family' community, where teamwork is encouraged and clarity, mutual respect, and understanding are key. If you would like to find out more about our current vacancies and apprenticeship schemes, please navigate using the careers menu.

What are the benefits to working for AESSEAL®?

- Pension Scheme including Salary Sacrifice
- Aspire to Retire Scheme
- Life Assurance
- Length of Service Scheme (5 years, 10 years, 15 years, 20 years, 25 years, 30 years and 35 years)
- Mindful Employer – Supporting Mental Health
- Cycle2Work Scheme
- EV Car Scheme – partnered with Octopus Energy
- BenefitHub – exclusive discounts, rewards and cashback
- STAR Awards - £250 Amazon Voucher
- Sporting Tickets
- Westfield Health cover at discounted rates
- Help@Hand – Employee Wellbeing and Mental Health
- AES Tree Walk
- Free On-Site Parking and EV Charging Facilities



Job purpose

As the Trainee Digital Marketing Administrator at AESSEAL® you will contribute to the administrative support and performance monitoring of AES Group's web & digital marketing presence. Your role will involve handling content updates and improvements of AESSEAL® websites and wider digital marketing platforms. Ensuring they are accurate, user-friendly, visually appealing.

Working under the guidance of experienced developers, you will assist with administrative tasks, content management, and routine website reporting, while developing your understanding of SEO and web best practices.

Key tools & platforms of the role:

- Websites content management systems
- Page design & publishing software
- Digital marketing & customer service platforms
- Performance & tracking systems
- Search engine, email marketing & social media

Job Dimensions

The Marketing Department plays a crucial role in driving the company's growth by:

- Identifying and generating new business opportunities through advertising and promotional activities.
- Strengthening the AESSEAL® brand in both UK and international markets.

Trainee Digital Marketing Administrator Role

Job Title: Trainee Digital Marketing Administrator

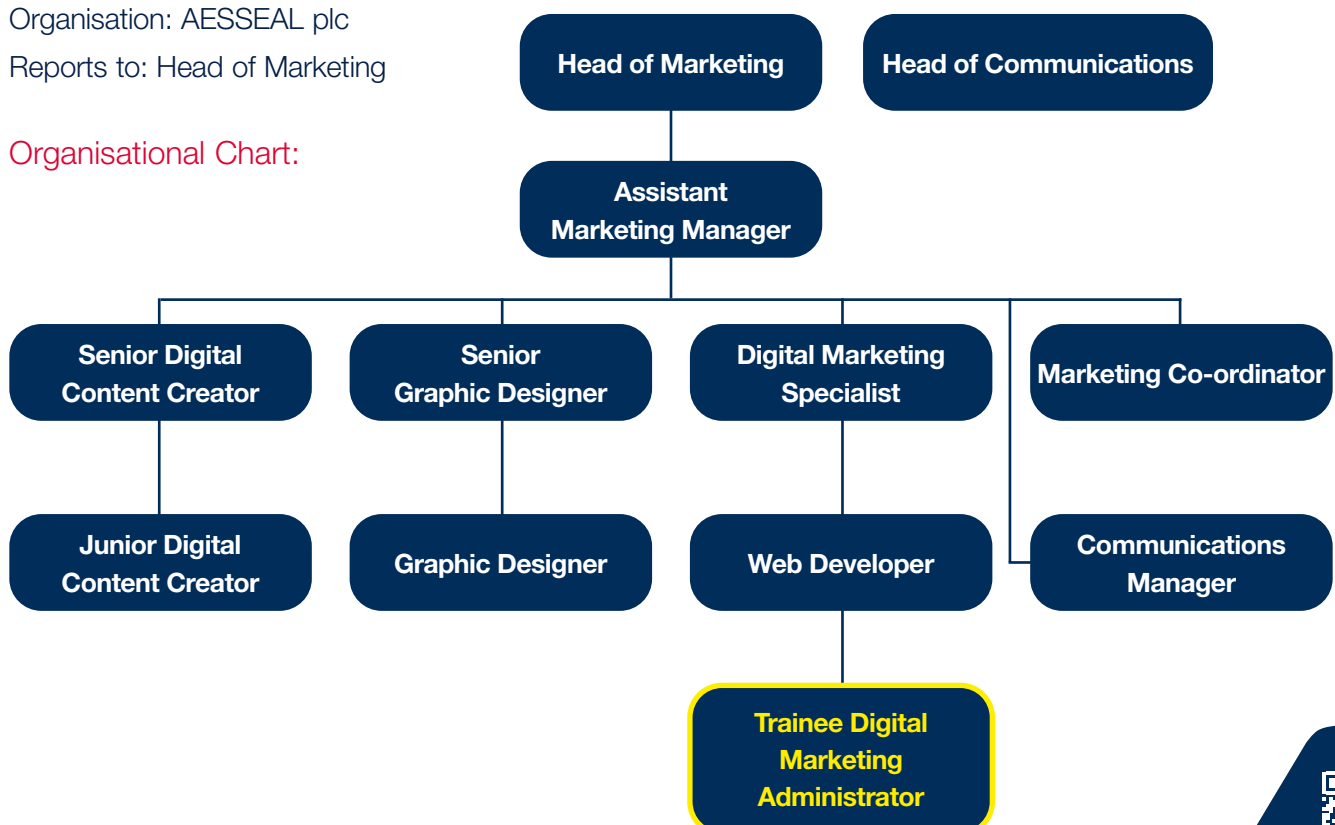
Location: AESSEAL Plc, Mill Close, Rotherham, S601BZ

Department: Marketing

Organisation: AESSEAL plc

Reports to: Head of Marketing

Organisational Chart:



Principle accountabilities

1. A demonstrable interest in digital marketing & administration content & data management and in its application
2. Support with customer enquiries & sales leads
3. Assisting with translation updates, document uploads, and routine website content changes
4. Website administration - Using Content Management systems - Basic HTML editing - Basic SEO tasks
5. An interest in learning basic html & css
6. Supporting website audits, link checks, and general housekeeping of web data
7. Strong drive to learn & a strong intellectual curiosity
8. Strong analytical & problems solving skills

N.B this list is not exhaustive, the job holder is required to carry out reasonable tasks within their level of skill and ability (as requested by senior management)



Skills, knowledge and experience

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> GCSE Maths and English or equivalent 	<ul style="list-style-type: none"> GCSE or higher I.T & foreign languages
Skills & Knowledge	<ul style="list-style-type: none"> Ability to work in a demanding and busy working environment IT literate and competent in all MS Office packages Talent for establishing rapport and building relationships effortlessly 	<ul style="list-style-type: none"> Experience with Apple Software Experience with AI tools Web-based editing software Languages & translation
Experience	<ul style="list-style-type: none"> Working in an Office Environment Data Entry & Reporting administrative support 	<ul style="list-style-type: none"> Working within a customer focused environment Website and/or database administration
Character	<ul style="list-style-type: none"> Strong aspiration to deliver outstanding customer service Enthusiastic about contributing to the ongoing advancement and continuous improvement of the businesses. Effective and self-assured communication skills Self-motivated and organised Ability to perform effectively under pressure 	<ul style="list-style-type: none"> Capacity to exercise independent judgement while operating under pressure Goal-orientated and deadline-driven

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