

Ravi Bhalsod – Marketing Officer



My Journey with Guidance so far:

I joined Guidance Marine in September 2014 as a Marketing Assistant, working with James Grimshaw, our wonderful Marketing Team Leader. This was my first role in Marketing, so I was very nervous, but the environment in Guidance Marine is very welcoming and I have learnt a lot even though that sounds the same as all the rest of the day in the life of documents that you have read but mine is truthful. In June 2016, I was promoted to Marketing Officer. I am now taking a lot more responsibilities and running projects on my own. I am more invested in creating marketing campaigns and working with the company's external agencies to see them executed. I am also continuously creating and developing new innovative ways to communicate the company message to their existing customers.

My Typical day:

My role as a Marketing Officer for Guidance Marine is nothing short of a juggling act. Always learning new things, putting a variety of skills to use and working on consistently new and different projects means that no two days are the same - and I wouldn't have it any other way.

The audience we're aiming at are everywhere, and to attempt to reach them, a huge range of tactics come and go frequently. Knowing which are the right ones to invest time and money in is imperative, as well as how to do them correctly. But this is not always the case and trial and error may be needed to find the correct path to take. Finding the best advertising tool, knowing which analytic data is useful, assessing what kind of content is best for your employer brand - these are all important parts of today's marketing efforts, making the job very much about learning and being responsive to change. It's easy to tell which element I'm focused on at any one time given the broad differences in tools I use. From Photoshop and editing software to Excel and a calculator, being a fast learner as well as comfortable with a wide variety of technical tools is a must.

One element of consistency in my varied role is that my morning at Guidance Marine starts with a cup of coffee and I have a few others in the office to join me in this ritual. During this little ritual, I ready my computer, read a new publication and plan out my day's tasks. Even though I plan what my day tasks will be, they may not go to plan as new opportunities arise or my skill set may be needed elsewhere in the company and so I need to be flexible and organised to be able to adapt and meet demand in the company.

The best thing about working for Guidance:

I find Guidance Marine fast-paced and fun, particularly when coupled with the culture. They've been supportive from the start of my time here, really value and reward hard work, encourage me to learn more and pay for any classes I would like to take to further my knowledge and we have all sorts of treats on random occasions.