

Ravi Bhalsod – Marketing Assistant



My journey with Guidance Marine so far:

September 2014, I joined Guidance Marine as a Marketing Assistant, working with James Grimshaw, who is the 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 genuinely learnt a lot during my time at the company so far. My role ranges from input on overall marketing strategy to content creation, social media and data analysis, and even some coding, particularly when it comes to web based needs such as HTML and CSS. It is important to be flexible as a Marketing Assistant because of the new marketing tools that are continuously being introduced. It is important that the marketing team can adapt to the new tools in order to remain competitive within the marketing profession.

My typical day:

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

Our target audience within the industry is everywhere, and to attempt to reach them, a huge range of tactics come and go frequently. Knowing, which are the best ones to invest time and money in is imperative. 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 giant cup of coffee. During this little ritual, I ready my computer, read a new publication and plan out my day's tasks.

Best thing about working for Guidance Marine:

So there we have it - a day in my life as a Marketing Assistant. I find all of the elements of my role fascinating, fast-paced and fun, particularly when coupled with the culture at Guidance Marine. They've been supportive from the start of my time here, really value and reward hard work, we even have free tea and coffee and we have all sorts of treats on random occasions. What's not to love?