

Job Title: Marketing Coordinator	Location: Hunmanby, Head Office
Department: Marketing	Contract: Permanent, Full-time
Reports To: Marketing Manager	Direct Reports: N/A

1.0 Job Summary & Role

The role of the Marketing Coordinator is responsible for the strategic and tactical execution of creative and engaging marketing campaigns, executing marketing strategies, planning marketing events and product launches, developing the company's online presence, executing social media campaigns & advertising and content writing for websites and industry publications.

2.0 Key Responsibilities & Main Duties

- Working on all core marketing disciplines including web-based content, content marketing, copywriting, print, multi-media, digital, social media, direct marketing, promotional marketing, project and supplier management and marketing planning to deliver engaging campaigns.
- Copywriting for flyers, posters, direct mailers, and online materials including brochures, presentations, emails, infographics, videos, and newsletters.
- Collaborating on the concept, development and implementation of marketing plans and strategies, product concepts and promotional programmes driving interest and sales.
- Ensuring distribution of internal and external marketing materials and communications.
- Understanding and maintaining the corporate brand in all marketing initiatives and campaigns.
- Taking ownership of and evaluating marketing campaigns, advertising, and optimisation metrics to ensure campaigns are effective, reacting quickly and revising campaigns where needed to maximise ROI.
- Conducting market research, including the creation, sourcing and utilisation of key focus groups and questionnaires.
- Developing relationships with and working alongside internal or external creative teams, marketing agencies, suppliers, and contractors to effectively promote sales or brand awareness through bespoke marketing campaigns.
- Supporting the Marketing Manager and internal sales / external sales teams.
- Designing and executing social media and online activity, writing creative copy, content strategy and implementation.
- Maintenance and upkeep of websites to enhance user experience.
- Planning & executing website search engine optimisation (SEO), search engine marketing (SEM), email, social media, and pay per click (PPC) advertising campaigns.
- Analysing and utilising Customer Relationship Management (CRM) databases for marketing campaigns, reporting and increasing customer retention.
- Exhibition & event planning and management.



3.0 Internal & External Relationships

The Marketing Coordinator will need to establish strong working relationships with various stakeholders throughout the business. The ability to create excellent communication across multiple departments will be key to ensuring projects & initiatives can be managed effectively and delivered on time.

Externally the Marketing Coordinator will need to establish strong & effective working relationships with external partners & providers.

4.0 Key Performance Indicators

- Able to create and maintain customer relationships through online and off-line channels
- Positive feedback from internal stakeholders and customers on DSE global events
- Proficient in using engaging written content to improve customer engagement
- Experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Able to write engaging case study and white paper content across a range of technical subjects.

5.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • Good working knowledge of all core marketing areas, including content marketing, copywriting, multi-media, print, digital, social media, direct marketing, and promotional marketing. • The ability to use software packages including Office 365, Mailchimp, Google Business Tools, LinkedIn and YouTube 	<p>Desirable:</p> <ul style="list-style-type: none"> • The ability to use Adobe Creative Suite, primarily, Indesign, Illustrator and Photoshop. • The ability to use Salesforce CRM.
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent time management and prioritisation capabilities, coupled with the ability to simultaneously control various projects. • The ability to work well with cross departmental team members, enabling collaboration and advice sharing. • Strong researching capabilities. • Outstanding written & communication skills • Excellent communication, organisational and interpersonal skills • Through attention to detail. • Commercial awareness. • Project and campaign management experience. • Strong presentation skills • The ability to work well under pressure and meet deadlines. • Event planning & management. • Excellent analytical, numerical, verbal and written communication skills. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of using metrics for reporting and performance purposes. • Ability to speak a second language



JOB DESCRIPTION & PERSON SPECIFICATION



Experience	
Essential: <ul style="list-style-type: none"> • Minimum 2 years' experience in a B2B marketing role • Experience in planning & managing large scale events & exhibitions 	Desirable: <ul style="list-style-type: none"> • Experience in an electronics marketing environment.
Qualifications	
Essential: <ul style="list-style-type: none"> • Bachelor's or master's degree in marketing or a related field, or equivalent experience 	Desirable:

Created by	Dated Created
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