SEKO Intelligence Delivered

JOB DESCRIPTION

Job title	***Marketing Coordinator***
Reports to (title)	***Head of Marketing and Partnerships***
Location	***Windsor, United Kingdom***
Department	***Marketing***
Key interface	***Marketing & Sales***
Hours / days	***37.5***

Job purpose - General summary and scope

The Role

We are seeking a Marketing Coordinator to join our dynamic team, to take responsibility for lead generation and promotion of the brand as the driving force of an exciting new marketing strategy. The successful candidate will be responsible for:

• Promotion of solutions and services across multiple platforms and media types
• Creating, writing and publishing content for social media, blogs, advertisements, and promotional material
• Maintaining our website, basic content updates
• Event scheduling, coordination, and logistics
• Upholding brand standards across all platforms and publications
• Supporting business development and driving audience engagement
• Working with internal and external stakeholders to deliver content and marketing strategies which generate leads and opportunities

Key duties and responsibilities

Successful business development and promotion of the brand will be delivered on a day-to-day basis by:

• Planning social media campaigns working with the Head of Marketing building a marketing strategy in advance
• Understanding business and sales objectives with regular content review and team engagement
• Utilising the CRM to document marketing activity and ROI
• Creating and submitting business cases for new marketing strategies or events to management
• Monitoring the Marketing inbox, fielding requests and maintaining correspondence
• Creating a high standard of copy, images and content, then submitting to management for proofing or approval

• Organising events, attendees and copy for remote or on-site events to meet all supplier deadlines
• Marketing Campaign Management: Understanding of campaign life cycle, assisting in developing marketing strategies alongside your manager. For this you may do research tasks and create presentations with your findings.
• Monitoring Google Analytics and adding results to a spreadsheet to analyse website traffic and make recommendations to optimise the pages, such as reducing bounce for SEO.
• Creating and building emails for email marketing campaigns using software such as Mailchimp/Pardot.

Qualifications and key skills required

Skills & Attributes Requirement
Business Knowledge & Experience
2+ year's marketing experience in B2C and / or B2B. Essential
Excellent knowledge of marketing tools including content creation and social media.
Strong verbal/written communication and interpersonal skills Essential
A demonstrable history of identifying target audiences and creatively devising and leading across channels marketing campaigns that engage, educate, and motivate

Marketing Skills
Working Knowledge of Google Analytics, Excel and Social Media platforms
Use and understanding of CRM systems, email marketing and website/SEO tools
Demonstrable experience in marketing with the potential and attitude required to learn
Experience of setting up and optimising LinkedIn/Google Adwords campaigns
A demonstrable history of methodical problem solving and analytical skills.

Photoshop/InDesign desirable

Attributes
Ability to communicate clearly and professionally with clients and colleagues
Analytical thinker, able to identify patterns in data and reports
Creative thinker who can deliver fresh, innovative ideas
Strong initiative and willingness to be proactive
Resilient and adaptable when working under pressure and the ability to prioritize across multiple tasks to meet deadlines.
Self-motivated, prepared to take on responsibility and able to work alone as well as part of a team.
Keen enthusiasm for continuously learning about the latest marketing trends and best practices in online marketing and measurement

Qualifications
4 GCSE passes at grade C or above or equivalent. One of which must be English. Essential

Recognised Marketing or business qualification. Desirable
A-Level or degree equivalent qualifications Desirable

Other Duties

- To apply and practice unit rules and regulations and comply with contractual requirements and handbook policies.
- To apply and practice Health and Safety instructions and regulations
- To apply all Statutory requirements as instructed
- Embrace, always demonstrate and promote good customer service
- Undertake a programme of personal development in line with the company process
- To protect and ensure the security of the building and the goods and items within it.
- Undertake any other duty deemed reasonable by your manager

Working conditions

Working conditions may include for example regular evening and weekend work, shift work, working outdoors,

Working conditions may include working with challenging clients, occasional out of hours work and in a highly targeted fast paced environment. The job holder is required to adequately manage themselves in an environment with the pressure of a fast paced and highly targeted work environment and to communicate any excessive pressure or other types of demands.

Physical requirements

This role requires particular physical attributes due to its nature and tasks. A standard of physical health and fitness is required i.e.:

- good vision, good hearing
- ability to get to the office location for specified working hours without company assistance
- Strong command of the English Language

Additional Information:
This job description sets out the current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.
Agreement to this job description does not confirm employment status. Employment or worker status will be confirmed alongside all notable terms, within the offer letter and contract of engagement or worker agreement.