

Marketing Coordinator (Maternity cover April – December 2022) Job Description

Interview Date: W/C 21st February 2022

Start Date: March 2022 (Flexible)

Salary Range: £24,000 - £26,500 (dependent upon experience)

Flexible working/remote working arrangements available.

We are looking to hire a marketing coordinator with outstanding digital marketing and organisational skills to uphold and support the range of activities that go on here at Bellsure.

You will need to be a creative individual with a flair for coming up with new ideas and communicating these effectively throughout the company, with customers, stakeholders, and suppliers.

You will need to be detail-oriented and have a solid understanding of marketing techniques with a keen interest in providing a consistent brand voice across all marketing activities to specific audiences. Ideally, you will exhibit critical thinking skills, strong problem-solving skills, and meticulous attention to detail.

Marketing Coordinator Responsibilities:

- Develop strategic marketing initiatives and activities to increase enquiry rate across company departments.
- Work with the teams to implement marketing plans that include print and online content. Create adhoc branded advertising campaigns using agreed external resource, coordinating, and collating content.
- Create, maintain, and strengthen the organisation's overall brand through all media avenues including but not limited to LinkedIn, Facebook, Instagram, relevant journals, magazines, and websites.
- Update and maintain the Bellsure group of websites.
- Oversee and report on Bellsures marketing automation programme – Force 24. Create and send e-flyers with the input and help of team leads/marketing content calendar.
- Conduct market research to identify marketing opportunities.
- Oversee photography and video content creation where required.
- Oversee and be responsible for the Bellsure Marketing budget.
- Maintain strict confidentiality of sensitive information.

Marketing Coordinator Requirements:

- Bachelor's degree in marketing/communications or related qualifications (preferred).
- Minimum two years of experience in content management and/or digital marketing.
- Critical thinker with strong problem-solving and organisational skills.
- Ability to comprehend and interpret competitor strategies and consumer behaviour.
- Experience of CRM and Marketing automation programmes.
- Ability to gather large amounts of data and convert it into meaningful analysis. Ability to simplify complex information into a user-friendly format for the wider team.
- Ability to work under pressure and meet deadlines.
- Creative mind with superb written and verbal communication skills.
- Proficient in Microsoft Office, Photoshop, InDesign and web editing packages.