

MARKETING COORDINATOR

JOB REF: 0740

Reports to: Business Development & Bid Manager

Location: Cookstown, Co Tyrone

(travel may be required to ensure that the needs of the business are met).

Closing date: Wednesday 22nd January 2020

Our client offers innovative, quality and sustainable engineering solutions to many industries using the most advanced and up to date technologies. They work mainly in the water, energy, transport, environmental and industrial facility sectors.

Job Purpose

The purpose of this role is to assist in the development and implementation of the company marketing strategy in order to promote and raise the brand profile of the Company. In addition, the post holder will be required to provide support to the Business Development Team to ensure new market opportunities are maximised.

Responsibilities:

- Assist in the development and take ownership for the implementation of the company marketing strategy.
- Undertake and co-ordinate a range of marketing campaigns such as email marketing and paid advertising campaigns.
- Ownership and responsibility for the collection and creation of high quality, creative content for various marketing purposes such as writing case studies, thought leadership articles etc.
- Use a range of marketing methods to generate new leads and to engage with existing customers (key account management).
- Maintenance and development of the company website.
- Develop and implement an SEO strategy with an emphasis on maximising conversion rates on the website.
- Management of PPC/ Adword campaigns.
- Manage Google Analytics and/or other electronic data analysis tools.
- Develop, implement and manage Social Media Campaigns.
- Grow the Company's brand presence and awareness in our target markets.
- Analyse marketing statistics and marketing campaigns to inform future marketing decisions.
- Undertaking competitor and market analysis.
- Stay up-to-date with the latest marketing trends.
- Represent the company at trade shows and other marketing events.
- Support the marketing team with general marketing activities and initiatives

Person Specification

Essential:

- Minimum of 3 years' recent experience working in a marketing role with a focus on writing content.
- A third level qualification in marketing or related discipline.
- GCSE Maths & English grade C or above.
- Minimum 1 years' experience using digital analytics packages, such as Google Analytics.
- Experience of Search Engine Optimisation.
- Experience in creating written copy for both traditional and digital channels.
- Trained and experienced using Photoshop and Adobe InDesign or equivalent.
- Experience in B2B marketing.
- Strong copywriting and creative writing skills.

Desirable:

- Experience in manufacturing / engineering industry.
- CIM membership / qualifications.
- Experience in lead generation.

Rewards Package

The salary on offer for this role is highly attractive and will be discussed with relevant candidates during the interview phase.

How to apply

If you have the experience required for this role and would like to apply, simply click the apply button and attach your CV or email your CV to info@spectrumes.co.uk

The Company reserves the right to vary criteria at the shortlisting stage.

Spectrum Employment Solutions is an equal opportunities employer and welcomes applicants from all backgrounds.

DATA PROTECTION

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