

Social Media and Marketing Coordinator

Job Purpose:

Responsibility for planning and executing marketing campaigns that generate revenue, increase audience reach and reinforce company brand awareness. Content creation and publication on various platforms through the business.

Key Accountabilities:

- Assisting team members with day-to-day marketing tasks and coordinating marketing projects and activities as requested.
- Designing, creating, and collating website content.
- Create engaging photo and video content for use across social media platforms.
- Updating of new and existing documents, flyers, leaflets etc.
- Setting up tracking systems for marketing campaigns and online activities.
- Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors.
- Responsible for the brand consistency, website, social media management, facilitating advertising and PR, and organising exhibitions and events. Ordering and stock keeping of related promotional items.
- Produce clear and concise written correspondence in the form of letters and emails.
- Production and publishing of in-house newsletter.

Requirements of the Role:

- Excellent verbal and written communication skills, with the ability to articulate messages clearly and concisely in an engaging style
- Excellent interpersonal skills, able to communicate clearly and concisely with a wide range of people at different levels
- Excellent attention to detail
- Good time management skills and the ability to prioritise a multi-task workload and achieve deadlines
- Knowledge of digital design and development tools. Demonstrable skills with experience in Adobe Creative Suite
- Basic understanding of Google Ads, Google Analytics and WordPress
- Previous experience in a similar role, preferably in the construction industry
- Working towards CIM or other recognised qualification
- A natural flair for producing engaging content for a range of channels
- Good social media/online PR experience
- Specific skill desirable: Graphic Designer, Website Designer, Photographer, Videographer, journalism.

Other Elements:

- Flexible but in general 9am to 5pm Monday to Friday with 30 minutes unpaid lunch break
- Salary – competitive salary for right candidate in the range of £18k to £22k
- Holiday entitlement 28 days per annum (inclusive of bank holidays)
- Pension – auto enrolment