

# JOB DESCRIPTION



training | development | competence

Job Title	Marketing Co-ordinator
Reports To	Business Development Manager
Direct Reports	N/A
Job Purpose	To help with the sales and marketing process including development of digital resources used for face-to-face and online training, as well as website and marketing projects.
Objectives	<ul style="list-style-type: none"> <li>• To help maintain and implement our marketing communication strategy including digital marketing</li> <li>• To support the creation and delivery of sales and marketing, and PLUS activities by managing the projects including following briefs, keeping to agreed timescales and paying attention to detail</li> <li>• To help develop, design and produce our marketing communications and PLUS materials</li> <li>• To support consultants, in conjunction with Business Development Manager, as required with a range of tasks such as sales and marketing, resource development and IT related tasks</li> <li>• To help with sales and marketing as required.</li> </ul>
Key Tasks	<p><b>Marketing and Brand Management</b></p> <ul style="list-style-type: none"> <li>• Maintain and update the website as required, developing your expertise in Wordpress and SEO, and using this knowledge to maximise our online image and sales and marketing process</li> <li>• Implement agreed digital marketing activities and specific campaigns</li> <li>• Support direct marketing campaigns including the design aspects, working with your colleagues, mail merge and print of materials</li> <li>• Help with the development and implementation of our brand strategy and in particular our corporate identity</li> <li>• Support communication with Polaris Learning on our activities through business meetings, food meetings and other meetings</li> <li>• Design and finalise marketing materials working to an agreed brief, project managing all aspects and achieving agreed standards</li> <li>• Co-ordinate photography and video requirements, producing videos and photography as required</li> <li>• Help manage projects as required such as events and marketing campaigns</li> </ul>

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<p>Key Tasks</p>	<p><b>PLUS</b></p> <ul style="list-style-type: none"> <li>• Help with the development of courses on PLUS, managing projects, developing materials or testing</li> <li>• Support with trouble shooting, responding to e-mails and help with back-ups</li> <li>• Work closely with internal customers (eg consultants) to provide the support required to design, develop and implement new courses on PLUS and projects relating to our training and competency database</li> </ul> <p><b>Product Development</b></p> <ul style="list-style-type: none"> <li>• Help with the development of product resources</li> </ul>
<p>Qualifications and Experience</p>	<ul style="list-style-type: none"> <li>• Previous marketing experience including direct marketing and SEO</li> <li>• Previous experience of working with website content management tools, ideally WordPress</li> <li>• Experienced in the use of Adobe packages and Microsoft Office, particularly PowerPoint</li> <li>• Knowledge and experience of using social media channels eg Facebook, Twitter, LinkedIn, YouTube</li> </ul>
<p>Person Specification</p>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Able to prioritise workloads and meet deadlines</li> <li>• Excellent communication skills</li> <li>• Attention to detail</li> <li>• Able to work independently and as part of a team</li> <li>• Motivated and enthusiastic</li> <li>• Must be eligible to work in the UK</li> </ul>