

<b>Job Title</b>	Marketing Coordinator – Trafalgar Group of Companies
<b>Location</b>	Trafalgar Wharf
<b>Salary</b>	DOE
<b>Hours</b>	Mon-Fri + occasional weekend work
<b>Reports to</b>	Operations Director / Interim Marketing Director

**Company Vision:** To be the benchmark within our industry for ease of access and hassle-free experience, innovation and best practice". Achieving this through a happy team, happy customers, happy suppliers, and a happy company.

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

**Our Mission:** The Trafalgar team are dedicated to creating innovative, hassle free experiences and delivering our mission:

*We make your life easier, enjoyable, and fun. Boats, buildings or office space, our expert teams take care of all the details. Ensuring you maximise your time and focus on the important stuff: relaxing or working as hard as you like with total peace of mind.*

**Our Culture:** Here at The Trafalgar Group, we enjoy a relaxed, fun, vibrant, forward-thinking working environment. This is very important to us, our employees, customers, and suppliers. It is essential that the successful candidate not only has all the skills required for the role, but on a personal level has a bright and positive outlook, is friendly and a good team-player and is also happy to work at any level in the business when required.

## Marketing Coordinator

### About the Job:

We are offering someone a fantastic opportunity to become Marketing Coordinator for the Trafalgar Group of Companies based in Portsmouth. This role is new to the Group and will give the successful candidate variety, experience, and an opportunity to grow into a manager's role.

You will support the management team by assisting with the planning and execution of marketing, branding, and advertising strategies across all six of the Group companies. You will help drive sales for the company by staying up to date with the latest market and industry trends, analysing sales forecasts and handling the logistics for marketing campaigns and events.

### Key responsibilities:

The Marketing Coordinator will also support and assist business units by providing them with information regarding marketing campaigns and helping them better understand the companies brand voice with direct responsibility over the following.

- Help plan and implement a marketing plan across all group companies.
- Doing market research, analysing forecasts, and performing competitive analysis.
- Preparing marketing sales and trend reports.
- Supporting the development and execution of the company's marketing and branding strategies.
- Actively taking part in marketing campaigns and organising meetings, open days, and industry events.
- Developing original copy for social media platforms, websites, and printed advertising materials.
- Understanding brand guidelines and consistently implementing the brand voice across all channels and marketing materials.
- Monitoring marketing industry news and submitting reports on emerging trends to management.
- Informing the sales teams about campaign objectives and deliverables.
- Working with and managing the in-house creative team to help deliver content that meets the company requirements.
- Supporting internal communication campaigns to effectively distribute key information.
- Liaising and managing appointed external agencies from brief to execution and reporting.

#### **Other Responsibilities**

The duties and responsibilities listed below are representative, but not exhaustive of the role. There may be some variation and/or development of these duties and responsibilities without changing the general nature of the post. Other general responsibilities include.

- To be smart and presentable at all times.
- To actively meet and greet everyone with a smile and "hello" in and around the site, to listen to their comments and actively respond to give the highest standards of service.
- To represent the Company's interests and be an ambassador for The Trafalgar Group within the marine industry and its suppliers and all other related organizations or bodies.
- To liaise with all customers, staff, external suppliers, contractors, and other organizations and to act accordingly and appropriately and in compliance of statutory requirements.
- To advise the management of any areas within your scope of responsibility that are giving you cause for concern.
- To comply with the Company's Health & Safety policy and procedures and that of the Health & Safety Executive.
- To help to operate Trafalgar Wharf with due regard for Health & Safety and the environment together with all the relevant Government Legislation.
- To be a key holder if required.
- Any other duties required by the Management.

#### **Candidate Requirements:**

You will have a wide range of duties and responsibilities that require a variety of skill sets. As the job largely involves working with people, the ideal candidate will need excellent interpersonal skills and

must also be able to cultivate good relationships with clients, colleagues, customers, and other stakeholders. A successful Marketing Coordinator candidate will have other skills that typically include.

- Excellent copywriting skills to get a brand's message across.
- Creativity to develop effective strategies and campaigns.
- Excellent communication skills to convey innovative ideas and gauge the needs of customers.
- Strong analytical skills to analyse and interpret information and make recommendations for improved results.
- Proficiency in relevant software programs, including standard Microsoft applications (including Word, PowerPoint, and Excel) as well as experience using and editing websites via a WordPress based CMS.
- Solid project management skills, as these professionals often have multiple projects running at the same time.

The ideal candidate would have had past work experience in a marketing role. They should have solid experience in both digital and traditional marketing and will need to demonstrate examples of where they have either individually or as part of a group successfully implemented campaigns in the past.

Ideally the Marketing Coordinator will be able to show examples of where they have used a WordPress content management system (CMS) and other standard office software's. Previous experience in planning and hosting events, as well as project management experience, is beneficial.

As well as part working experience, a bachelor's degree or a Higher National Diploma in marketing, communications, advertising, or other related and relevant fields would be ideal.

Although not essential, the ideal candidate would have a current interest and experience of a boating discipline (e.g., powerboating or sailing).

**Personal Qualities:**

- Conscientious
- Trustworthy
- Honest
- Confident and self-motivated
- Hardworking
- Disciplined
- Organised