

# Job Description

## Marketing Coordinator

Trafalgar Wharf	The Trafalgar Group is a young, dynamic, successful group of businesses operating in the leisure boating, commercial shipyard, marina and property sectors, based at the top of Portsmouth Harbour.
Company Vision	<i>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."</i>
Our Culture	Here at The Trafalgar Group, we enjoy a relaxed, fun, vibrant, forward-thinking working environment. 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. We actively encourage career progression within the business.
You will love working here...	If you have previously worked in similar marketing roles, particularly within the leisure industry.
Location	The role is office based but on occasion you may be required to travel to events.
Work days and environment	Workdays will typically be from 8.30 am to 5.30 pm with half an hour for lunch although on occasions and due to the demands of the job, you may be required to work outside of these times.
Reporting to	Robyn Turner, Marketing Manager
Responsible for	There is currently no direct line management responsibility in this post.
Key Liaisons	Brand Content Lead, Department Managers, Senior Management
Recruitment timeline	Appointment to be made by 31 <sup>st</sup> October 2022
Job purpose	We currently have an exciting opportunity for a keen B2C marketer with an eye for detail and a flair for engaging content and creative material. The ideal candidate will be a confident multi-tasker with the ability to create lead-generating campaigns from concept to delivery and beyond.

The role is largely digitally focused with regular responsibility for social media channel management, post scheduling, supporting with website updates and email campaign creation. You will also be a key player in planning and delivering engaging events for both customer engagement and prospecting.

#### Prime tasks and responsibilities

To support the implementation and results of marketing campaigns across the Trafalgar Group of companies that support the overall strategic objectives as set out by the Marketing Manager.

To identify the successes of campaigns and to use them to ultimately result in new leads or contacts, taking in feedback from all stakeholders.

To support the Brand Content Lead in producing creative content for marketing campaigns including adverts, website content, videos etc

Managing social media accounts and ensuring content is appropriate and keeping a social media schedule to share content on individual business accounts.

Researching and writing relevant articles/think-pieces/blogs/press releases and orchestrating distribution across all platforms.

To work on creative projects from concept to completion.

Ensuring brand and products are represented in the best possible way, guidelines are followed and branding is used correctly across all channels.

Co-ordinating with external parties (suppliers, brand ambassadors, affiliates)

Collating/writing content for company literature and working with Brand Content Lead to deliver content across a variety of online and offline platforms.

Support in the planning and delivering of engaging events for both customer engagement and prospecting.

Ensuring that desired goals, deliverables, and results are achieved.

Identify opportunities for improvements.

Maintain and encourage a positive, collaborative, and proactive company culture.

Any other duties as may be reasonably requested by your line manager or the Directors.

#### Skills and experience required.

**Copy writing:** ability to produce both short form and long form copy for offline and online channels. We like a more conversational style that can be used to attract, convert, entertain, and retain our audience.

**Content Creation / Marketing:** ability to create a wide variety of content – video, blogs, e-books, whitepapers, press releases. Along with any others you come up with! Promote and schedule content across online and offline channels.

**SEO/PPC:** ensure all content is optimised for search and in line with the keywords and campaign strategies across each business unit.

**Digital Skills Library:** working knowledge of e-marketing platforms such as Campaign Monitor, Mail Chimp. Working knowledge and experience working with Wordpress or similar.

**Design and video:** we want to capture our content in the moment and in a way that reflects the personality of the Trafalgar team. Design and video editing skills (using Adobe suite) that support our in-house creative, is very much welcome.

#### Personal qualities

Strong attention to detail

Experience in copywriting and proof-reading.

Excellent communication skills.

Proactive and self-motivated individual with good planning and organisational skills.

Intermediate skills within the Adobe suite of products (desired but not essential)

Ability to work independently and in a team.

Experience working within a similar marketing role.

#### Take the plunge

The job description and the duties and responsibilities are just a flavour of what we are looking for. We would love you to visit us and find out more. Please apply by sending your CV & cover letter FAO Robyn Turner via our website.

We can't wait to meet you!