



Marketing Coordinator - Projects

Gloucester – c£25,000 pa. Fixed contract – 31st March 2020 (continuation of contract is subject to funding)

We're recruiting...

GFirst LEP are looking for a **Marketing Coordinator – Projects**

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to assist the **Director of Strategic Growth** who will provide support for delivery of project specific marketing activities, which include the Growth Hub Network, Inward Investment and Mentoring Services.

You will be working alongside the relevant GFirst LEP Project Managers and Growth Hub Marketing Manager in the planning and co-ordination of all marketing and promotional activity for the projects locally and nationally.

To apply for the role, please email your CV to Lynn Stacey. The closing date is 1st July 2019 and interviews will take place on the 12th July 2019.



JOB DESCRIPTION

Job Title: Marketing Coordinator - Projects

Area: Communications

Reports to: Director of Strategic Growth

Job purpose / key role:

The role of GFirst LEP is to drive sustainable economic growth in the county, and by doing so, create jobs and business opportunities. The role of Marketing Coordinator will provide support for delivery of project specific marketing activities, which include the Growth Hub Network, Inward Investment and Mentoring Services.

The role will require working alongside the relevant GFirst LEP Project Managers and Growth Hub Marketing Manager in the planning and co-ordination of all marketing and promotional activity for the projects locally and nationally.

Main duties/responsibilities/accountabilities:

- Work simultaneously across multiple projects to support managers in the development and delivery of project marketing plans. This includes coordinating the delivery of business surveys, social media campaigns, newsletters, focus groups and other methods of engaging businesses.
- Take responsibility for the preparation and delivery of multimedia marketing campaigns to support business and stakeholder engagement across all projects.
- Work closely with Growth Hub Network centres and liaise with the Growth Hub Marketing Manager to ensure Growth Hub marketing is coordinated across the county.
- Support the delivery of project specific B2B events, working with internal/external partners and stakeholders in line project requirements.
- Support the LEP Marketing Manager in the writing and release of press releases and media relation activity.
- Implement project specific support for the LEP website CMS and market research activity.
- Support project managers in the analysis and reporting of inbound and outbound marketing activity, inclusive of capturing and analysing social media metrics.
- Help identify opportunities to enhance project outputs and maximise return on investment.

JOB DESCRIPTION

QUALIFICATIONS	Marketing related qualification or at least 2 years' experience in a communications related field
KNOWLEDGE	<p>Demonstrate a willingness to learn about Small & Medium sized Enterprises (SME) businesses across a variety of sectors</p> <p>Demonstrate a willingness to gain an understanding of the barriers to developing and growing successful enterprises</p>
SKILLS – personal	<p>Able to manage multiple tasks/project working and prioritise work effectively</p> <p>Able to work independently and as part of a team</p> <p>Able to provide a favourable and professional impression by demonstrating good communication and interpersonal skills</p> <p>Ability to communicate effectively with colleagues at all levels and present ideas and concepts in an easily understandable format.</p>
SKILLS - technical	<p>Good organisational skills, attention to detail and the ability to prioritise in a changing environment</p> <p>Proactive problem prevention, issue resolution and leadership potential</p> <p>Proficient in Microsoft Word, Excel, Internet and Outlook</p> <p>Proficient in the use of LinkedIn as a business engagement tool</p> <p>Good understanding of social media applications and measures</p> <p>Ability to learn other software programmes</p> <p>Good verbal and written communication skills</p> <p>A working knowledge of Google Analytics and social media scheduling platforms</p>

Key Relationships

Internal

JOB DESCRIPTION

- Other staff/team members – who will require support and co-ordination to deliver aspects of the marketing engagement and initiative delivery.
- Meet regularly with the Growth Hub and LEP Marketing Manager to assess on-going and evolving tasks and areas for personal focus/development.

External

- Businesses – to add value to them by providing information and opportunities for engagement with all of the areas of the LEP activity, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide good engagement and effective relationships with all relevant intermediaries.

Decision Making Authority:

- Day to day decisions of how best to manage on-going tasks and workload to meet personal objectives and targets

Additional Information:

- Comply with any additional reasonable requirements relevant to the needs of the team and the business.

Equal Opportunities Statement

GFirst LEP is an Equal Opportunities employer and seeks to ensure that all applications are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

Respect and Dignity at Work – 'Improving Working Lives'

GFirst LEP is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst LEP is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst LEP will not tolerate any forms of bullying or harassment in the workplace. Everyone has a personal responsibility to seek to improve his/her own and colleagues working lives to create a healthy and productive working environment.