

Job title: Marketing Coordinator
Department: Marketing
Reporting to: Head of Marketing
Hours: 9.30 am to 5.30 pm (must be flexible for events – both before and after official hours)
Salary: Market rate

The role and responsibilities

To provide support to haysmacintyre across a range of marketing and business development disciplines.

This is an excellent opportunity to join a busy, professional and highly regarded team in a role that offers exposure to a wide range of marketing activities and, as such, a solid foundation for someone seeking to develop a career in professional services marketing.

Business development

- Support campaigns through business research
- Prepare proposal documentation to deadlines – on occasion using InDesign (training will be provided)

Communications

- Regularly update the website using content management system (training will be provided)
 - Track and report on all enquiries from the website
- Prepare and issue 'eNews' communication
- Preparation and issue of communications using campaign tool
- Deliver internal communication messages, including use of display screens and yammer

Events

- Fully responsible for the delivery of selected events e.g. alumni programme: from inception to completion including co-ordinating invitee and reply lists, issuing confirmation letters, making badges, preparing delegate packs, securing feedback and monitoring budget
- Support on larger events eg conferences and corporate hospitality receptions
- Support exhibitions

Marketing Information Management

- Support transition to new CRM
 - Coordinate CRM project and data cleanse programme
- Prepare weekly marketing activity summary

Other duties

- CSR activity: lead yammer group and support events
- Opening, electronic filing and distribution of the department's post
- Arranging marketing meetings and ad hoc administrative duties including filing and photocopying
- Supervise the department administrator

The candidate

Work based competencies

- Some marketing and/or events coordination experience
- Highly organised and used to juggling workloads
- Experience in professional services or partnership environment desirable (ideally, accountancy or law)
- Ambition to study for a marketing qualification

A good level of IT skills is required, including:

- Microsoft Office suite – particularly Outlook, Word, Excel and PowerPoint (Windows VISTA/2013)
- Social media – Twitter, Yammer, blog platforms
- Not essential – training will be provided:
 - InDesign
 - Relational databases and/or CRM systems
 - Web authoring and content management tools

Behavioural competencies

Communications skills will be critical, including:

- Confidence: professional, articulate and able to communicate with all levels externally and internally
- Robust, persistent, persuasive and assertive
- Proven writing skills – in brochure copy/web content/advertising/direct mail
- Ability to build good relationships within Marketing team and Office Services Team to ensure events are delivered efficiently

You will also be:

- A reliable team player liaising with all departments within the firm
- Good at building effective relationships with colleagues and partners
- Flexible on working hours in order to support the firm's events (The Firm operates a TOIL/Overtime policy.)
- Proactive
- Keen to develop marketing and events experience