

Our aim: *To give job satisfaction, security, reward for effort, provision for ultimate retirement and a sense of pride in belonging to the firm.*

MARKETING CO-ORDINATOR

Purpose You will work within the marketing department, alongside the Head of Marketing, to implement full service marketing delivery. This includes online and offline activity, both internal and external.

Location Exeter

Main duties and responsibilities

Content/copy creation

- Develop a content plan alongside the Head of Marketing and deliver the plan to time.
- Create content in a variety of mediums, including blog articles, email newsletters, website copy, case studies and copy for adverts.
- Liaise with internal and external contacts to create original, and sometimes technical, content
- Organise and distribute printed content where required, including magazines, flyers, adverts.
- Use design tools to create visual content e.g. social media posts
- Manage internal distribution of content and upkeep of internal comms

Brand

- Maintain the firms branding in accordance with brand guidelines.
- Steward the brand values, and visuals, internally across the business
- Source and manage branded items within the business e.g. stationery, banners, gifts

Events

- Support the management of Simpkins Edwards events and liaise with staff and offices involved.
- Create invite lists and manage invite process.

- Attend events run by the firm.
- Attend ad hoc shows/business events to support staff.
- Supply all required equipment and materials as appropriate.

Website

- Update website content including images, text, and new pages where required. Full training of our CMS will be provided.

Other

- Monitor and report on key channels to the Marketing Committee

What we offer:

Competitive Salary
Pension
Annual Leave
Additional day off for birthday
Medical Cover
Death in Service
Volunteering days

Note: This job description is neither definitive nor exhaustive. It may be reviewed in the light of changing circumstances following consultation with the post holder.