



Marketing Coordinator (HR237) **Full Time, Temporary Contract for up to 12 Months** **Competitive Salary** **(40 hours per week)**

Are you looking for your next Marketing role to build on your CV?

We are looking for a Marketing Coordinator to take on the exciting role of overseeing the activities of the Marketing function for up to 12 months. Working within the current Marketing Strategy, this exciting role works directly with Directors and Senior Management throughout the business.

Ideally you will have worked in a Marketing capacity for an SME before, with proficiency in design tools including Adobe Creative Cloud and possess first class communication skills. You will be a self-starter, with a degree in marketing (or relevant field), able to engage others and have a creative flair.

Day to day, your role will involve:

- Maintaining the website and all marketing communications
- Producing leaflets and promotional materials as required
- Copy writing, content editing and updating social media platforms
- Administration within the department

Your positivity, self-determination and drive will be imperative as you flourish into this position.

We are committed to ensuring you have the tools to perform your role, creating opportunities for you to build on your skillset whilst you are working with us.

In addition, we also offer benefits including:

- Competitive salary
- 30 days holiday inclusive of Bank Holidays
- Group Personal Pension Scheme – 4% Employer contribution
- Online employee benefits platform
- Cycle to Work Scheme
- Refer a Friend Scheme – potentially receive £250
- Employee shop – discounted products and potential free delivery
- Free car parking

For an informal discussion about the role, please contact Louise Woodward, Director or Human Resources on 01684 298959.

To download your copy of the accompanying Job Description, and to apply please visit www.cotteswold-dairy.co.uk, or email hr@cotteswold-dairy.co.uk to find out more.

Job Title	Marketing Coordinator (12 month temporary role)
Department:	Commercial
Base Location:	Tewkesbury
Hours:	Minimum 40 hours per week
Responsible to:	Director / Marketing Manager
Responsible for:	None

JOB DESCRIPTION

Established in 1938, Cotteswold Dairy is one of the UK's leading independent, family-owned dairies. We support local farmers and communities by delivering the freshest, finest quality products and first class customer service.

Team Cotteswold:

At Cotteswold Dairy we recognise that we will achieve far greater success working as a team, with empathetic people management and valuing each other, our staff and our customers.

The aim of 'Team Cotteswold' is to give a disciplined and determined effort to value everyone and everything and as a consequence make the Company the first preference for employees and customers alike over the long term.

The Team Cotteswold Vision:

A well-managed business, with controlled profitable growth, that has an excellent reputation and is recognised as a place of opportunity where people are motivated to work. The Marketing Coordinator role is key in supporting this vision.

Overview:

This role is responsible for the day-to-day running of marketing activities within Cotteswold Dairy, working within the Marketing Plan and Strategy devised by the Marketing Manager. This role is for a period of 12 months, and will have responsibility for the management of the Marketing function, to cover the absence on maternity leave of the Marketing Manager. This role will have the opportunity to work creatively, utilising current processes, working with traded goods suppliers to increase sales and profitability. You will need to have outstanding communication skills and ability to mobilise other people, including working with Managers who operate in other locations within the business.

Main Duties & Responsibilities:

- Deputise for the Marketing Manager and assist in the budget monitoring for the department
- Supports the Marketing Manager to help reach the company's marketing goals and objectives included within the Marketing Strategy
- Ensure consistency of the brand and advice on the Marketing Strategy for the 3 Depot Managers and Account Managers to support their marketing needs
- Create marketing materials, included but not limited to brochures, promotional materials and leaflets
- Support with the creation and approval of marketing materials including generation of paperwork and obtaining approval from key stakeholders, ensuring the department is compliant with relevant regulations such as BRC
- Maintain social media accounts for brands, products or services
- Copy writing, copy editing and formatting assistance during the creation of mailers, promotions, website content and other promotional materials
- Organise and manage the print and production of all major marketing materials as well as assist with the distribution of items to key stakeholders
- Occasional research of market trends, demographics, pricing strategies, and other relevant information
- Carryout general administrative duties for the marketing department including but not limited to filing, responding to customer queries and maintaining marketing collaterals
- Manage all marketing communications and media requests on behalf of the business in the absence of the Marketing Manager
- Maintain the business website including all website edits that are within the companies control
- Liaise with external marketing agencies when required for additional support
- Any other duties as required by the Directors

Skills

Essential:

- Bachelor's Degree in Marketing or Business or equivalent experience
- Previous experience with product marketing
- Previous experience with copy writing, content editing and social media platforms
- Previous experience working in the back end of websites
- Experience with design and working with Adobe Creative Cloud programs such as, InDesign, Photoshop and PremierPro
- Comfortable with interacting with clients and confidence to speak about products
- Ability to work within processes and procedures and work to timescales, holding others accountable
- Driven to deliver results and ability to maintain engagement of others in the process
- Outgoing and personable: a great relationship builder
- Strong organisational skills with professional and clear communications skills
- Positive attitude possessing high levels of commitment, motivation and flexibility
- An eye for detail to ensure accuracy and precision
- Occasional travel will be required

Desirable:

- Previous experience working in a multi facet marketing role with limited resources
- Previous food industry marketing experience
- Marketing degree and or a CIM qualification
- Experience with sales
- Knowledge of E Marketing
- Experience at Marketing Coordinator level
- Experience conducting market research in a professional environment