

Job Description

This role is fully funded by the European Social Fund.

Role Holder:	Marketing Coordinator (SMART Specialisation)		
Date Updated:	11 Nov 2019	Version:	1
Working Location:	Various including remote working and Plymouth Office		
Reports to:	Partnership & Engagement Manager		

1. Job Description

1.1 Job Purpose

- Identify, target and engage intermediary partners and employers to raise the awareness of the Skills Hub and collate data upon businesses within the geographical location
- Disseminate case studies, newsletters, LMI/market intelligence to a wide variety of sources

1.2 Responsibilities

1. Raising awareness of the SMART Specialisation Skills hub through cohesive multi-channel marketing campaigns across all target markets
2. Identify and engage key intermediary partners and employers that have the potential to directly or indirectly generate referrals
3. Work closely with Partnership & Engagement Manager, Business Development Manager, other Partnership Managers, Contract Managers and Operations Manager to develop a targeted Partnership & Marketing Plans
4. Actively co-ordinate content from the Skills advisers and wider CSW to support targeted Digital Marketing campaigns
5. Disseminate up to date, relevant LMI and utilise in appropriate content for a wider audience of businesses and professionals
6. Develop a system of analytics which captures marketing campaigns effectiveness and look to build on successful marketing demonstrating the impact of marketing activities.
7. Achieve agreed stretch targets that Promote the Skills hub and provides engaging content
8. Ensure promotional materials have a call to action and provide an associated central online contact service (telephone & digital) for businesses and stakeholders
9. Link into other digital campaigns such as Apprenticeships, skills and LEP pages
10. Promote skills benefits and provision to employers through as many digital channels as possible
11. Support wider team with specific and relevant content for individual caseloads
12. Support to recruit new businesses where required
13. Provide feedback to CSW to inform continuous improvement
14. Identifying new opportunities from discussions with partners to feed into Business Development function.
15. To effectively manage marketing budget
16. To negotiate and review with your line manager personal objectives, outcomes & training

needs within the staff performance, appraisal and development scheme and take responsibility for personal professional development;

17. Record interactions with external stakeholders using company CRM system

18. Provide information, feedback and reports to external LEP colleagues as well as internal reporting

1.3 Reports

- Partnership and Engagement Manager monthly reporting
- No direct reports
- Lead projects as required to support fulfilment of the role

2. Person Specification

2.1 General

- Prepared to work flexible hours
- Must have the ability to travel within an agreed geographical area to carry out this role
- The commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults

2.2 Skills

Essential Skills/Experience

- Sales & Marketing campaigns including knowledge and experience of mainstream social media channels e.g. Facebook, Twitter, Instagram, Pinterest and You Tube.
- Development of newsletters and case studies
- The ability to be proactive with a 'hands-on can do' attitude, to use your own initiative as well as being able to work as part of a team.
- The ability to form relationships, communicate clearly & confidently, working effectively with colleagues, partners and other stakeholders.
- Personal confidence and resilience
- Commercial and Emotional Awareness

Desirable Skills/Experience

- LMI/market intelligence collation
- Excellent writing, research and ICT skills to include, Microsoft Word, Excel, presentation software and CRM databases
- Worked in the skills support for SME sector