



www.cswgroup.co.uk

Marketing Coordinator

Location: Devon

Full Time / Initially Two Year fixed term contract

Salary: £23,000 to £25,000 (dependent on skills and experience)

Can you engage local businesses to develop their skills working with a partnership of Skills Providers?

CSW Group are the largest single provider of information, advice and guidance services across the South West region and operate a range of contracts from supporting young people and the unemployed to make positive progressions through to supporting the unemployed and businesses with skills development.

You would be working on the SMART Specialisation European Social Fund project which covers the county of Devon and is led by Plymouth City Council. This flagship project brings together a partnership of key local skills providers to support local businesses with skills development and also upskill unemployed people to enable to take up employment opportunities. The focus of this role will be to identify, target and engage employers and referral partners intermediary partners and employers in the service and to raise the awareness of the information, advice, & brokerage 'Skills Hub'. You will also be required to collate and disseminate case studies, newsletters, LMI/market intelligence to a wide variety of sources

You would work closely with a delivery partner network including local FE Colleges, Universities and Training providers along with wider partners.

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.

Note:

- This role is fully funded by the European Social Fund

An application pack is available to download from our website www.cswgroup.co.uk

Alternatively, please e-mail recruitment@cswwgroup.co.uk. Details will be made available in alternative formats upon request.

Vacancy reference: 1109

Closing date: 12pm 11th January 2021

Interview date: 15th January 2021

We are an equal opportunities employer and positively encourage applications from suitably qualified candidates regardless of gender, race, age, disability, sexual orientation, religion or belief.