

Job Description: Marketing & Communications Coordinator

Line Manager/responsible to: Marketing, Design and Communications Manager.

Responsible for: N/A

Salary: £25,000 - £28,000 per annum, pro rata, depending on skills and experience.

Hours: Part time. 3 days per week.

Base: Two days in the office and one day working from home, per week.

Who we are:



Summary of Role

As the Marketing and Communications Coordinator, you will play a pivotal role in supporting the Marketing, Design and Communications Manager to achieve the Marketing, Communications and Brand objectives of the organisation, through the creation of:

- Compelling internal and external communications content
- Engaging social media campaigns
- Marketing materials that resonate with our target audience
- Impactful press releases.

This position requires a dynamic individual with excellent communication skills, a creative mind-set, and the ability to collaborate across teams.

Marketing & Communications

- Write and edit compelling content for website, blog posts, case studies, press releases, award nominations and other external communications.
- Coordinate and execute digital marketing campaigns across various platforms, including social media, email marketing, and online advertising.
- Work with the Business Development Team to produce and manage marketing materials that support their goals and amplifies their work.
- Support the People and Development Team to plan, create and communicate employee, organisational and staff success and milestones via internal and external communication channels.
- Manage, coordinate, and create compelling and engaging internal communications, including all-staff emails, newsletters, and event announcements, ensuring consistency in messaging and tone of voice.
- Develop and implement marketing and communication plans that align with Portal's organisational goals.
- Monitor and analyse the efficiency and performance of our internal and external communications and marketing campaigns and initiatives. Ensuring tracking and measuring where possible, before analysing and reporting on performance to inform decision making.
- Cultivate and maintain relationships with media outlets, influencers, and industry partners to secure press coverage and endorsements.

Brand & Design

- Create and/or coordinate the creation of appealing and brand-consistent visuals and layouts for various internal communications materials, including newsletters, reports, and emails.
- Ensure all external facing work reflects the organisation's brand guidelines.
- Ensure external facing content is bilingual where applicable/required.

Website

- Collaborate with the Marketing, Design and Communications Manager, and any external agencies to update and maintain the organisation's website with relevant content creation and visuals.
- Assist the Marketing, Design and Communications Manager in developing and implementing strategies to enhance the website's user experience, content, design and functionality.
- Ensure the Portal websites are compliant to Welsh Government and other lead provider requirements.

Events

- Support the planning and execution of internal and external events and webinars, to enhance brand visibility and engage with target audiences.
- Ensure effective marketing and communication before, during, and after each event.

Information Security

- Ensure all design and translation functions comply with the Portal information security policies and procedures.
- Ensure consent is received from stakeholders before including content such as testimonials in the design of promotional material.
- Ensure that all activities are fully GDPR compliant.

General Duties

- Stay up to date with industry trends, tools and best practices in marketing and communications, incorporating new ideas and strategies as and when appropriate.
- Take part in any project work deemed necessary by Portal's senior management team.
- Fully engage with and adhere to Portal's company values.
- Embrace Portal's strategies, policies and processes.
- Ensure that all your practices adhere to information security policies, procedures and legislation.
- Work as a team to ensure continuous quality improvements supporting the company's journey to excellence.
- Keep outlook calendars up to date at all times.

Key Responsibilities: The above duties are not an exhaustive list and should be viewed as guidance. Your line manager or Portal's senior management team may ask that you take part in additional duties to fully utilise your experience, skills and knowledge.

Person Specification:

Personal Qualities

- Excellent rapport building and people skills.
- Excellent communication skills both verbal and written.
- Personable with a proven track record of working with a diverse range of individuals.
- A highly self-motivated individual with a positive 'can do' attitude.
- Excellent time management and organisation skills.

Essential Experience and Skills

- Minimum of 3 years' experience of working in a similar role.
- A degree in Marketing or Communications, or equivalent.
- Creative, with experience of campaign or project management.
- Experience of using Social Media management tools, for scheduling, creating and analysing content, such as Hootsuite.
- Experience of using a Content Management Systems to update website content.
- Experience of using email marketing platforms such as Mailchimp.
- Experience of using CRM platforms such as HubSpot.
- Knowledge and understanding of Google Marketing Platform.
- Eye for design detail and ability to navigate Canva or similar design tool/software.

Desirable Experience and Skills

- Video editing experience.
- Photography skills.
- Welsh speaker.