

Job Description

Job Title: Marketing Coordinator
Reports To: Marketing Manager – Equipment Division
Business Unit: Hobart UK Equipment
Purpose of Job: To assist with the day to day running of the Equipment Marketing Department
Responsible for: N/A

Position Responsibilities

The Marketing Coordinator role includes but is not limited to:

- Managing the production and availability of corporate stationery and other brand collateral.
- Liaising with internal and external stakeholders for the effective project management of all events.
- Co-ordination and implementation of internal and external meetings, events, and training activities.
- Assisting with the implementation of marketing campaigns, promotions, and product launches across all platforms where required.
- Responsible for the implementation of media plans and activity (in consultation with Marketing Manager).
- Purchasing of brand reminders and giveaways in support of brand and product values as directed by budget holders.
- Assuming the role of Internal Brand Champion, and liaising with internal stakeholders to ensure accurate and consistent use of brand templates, in line with our brand identity, providing training where required.
- Creation of promotional flyers, general communications, and email campaigns in support of marketing projects.
- Implementation of digital updates on website and dealer portals.
- Developing and maintaining relationships with trade partners.
- Working with the Marketing Executive – Communications to implement social content according to the social media schedule, assuring effective messaging, tone of voice, communication style, and appropriate use of platforms to achieve social strategy objectives.
- Support the research and analysis of competitor branding and marketing activities across all platforms, liaising with the Hobart UK Equipment Data Analyst, as appropriate.
- Any other assistance required by the Equipment Marketing Manager and Senior Leadership Team.
- Familiarisation with the ITW toolbox and utilisation of relevant tools in day-to-day work
- Other appropriate duties as assigned by management.
- Collaborate with the internal process to ensure best practice and legal compliance is achieved and continuously improved to minimise risk to the business performance and reputation.
- Conduct yourself in a safe manner and support the company Enterprise Strategy to achieve our target of zero medical treated and lost time accidents; to support our company wide safety culture.
- All activities are to be carried out in accordance with all company policies and procedures as set out in the Company Handbook and elsewhere including policies regarding: Equal opportunities, anti-bribery, health and safety, data protection/GDPR and information security.

Key Skills and Attributes

- A Level qualification standard preferred, CIM qualification or further higher education is desirable.



- Highly motivated and well organised, with the ability to prioritise workload and manage deadlines.
- Ability to communicate clearly and effectively, both verbally and in writing, and maintain positive relationships with a wide range of internal and external stakeholders.
- Strong attention to detail.
- A results-driven, team player.
- Competent user of Microsoft Office Suite and ability to learn and competently use other database and platform applications as required.
- Experience in a similar role would be an advantage.
- Previous knowledge of the food equipment market desirable.

Development

Development within the company in this or other roles will be dependent on the commercial needs of the business and the personal ability and drive of the job holder.

Acknowledgment

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. By signing below, you are agreeing that you have received a copy of this Job Description:

Line Manager Signature	Employee Signature
Printed Name	Printed Name
Date	Date

