

Marketing Administrator

Job Description

(Job Code and Level: tbc)



The Vision:

For Powrmatic to be a world class manufacturer, something we can all be proud of, and something that will enable us to maximise our potential for growth and to provide security for years to come.

The Mission:

To design, develop, and deliver quality HVAC solutions on time (every time), to manufacture products in the most efficient and cost effective way, by concentrating on consistently doing the right things and doing them well, enabling us to maximise shareholder value and stimulate growth.

Definition:

Assist and support the work of marketing managers and executives on projects directed at maximising company profits and developing sales strategies or marketing campaigns.

Overall Purpose of the Role:

We're seeking an organised, efficient forward-thinking marketing administrator to support the Marketing Manager across all of the marketing mix. You will assist with internal marketing projects and tasks which will be varied including brochure creation/updating, website updates, social media management, writing content for the website, managing budgets, marketing material distribution, photography/videography, managing the website live chat and distributing leads via HubSpot.

Key Responsibilities:

- Updating sales literature/prices lists using Adobe suite (training provided)
- Ensuring the website is kept up to date with the latest brochures
- Supporting external sales team with marketing tasks
- Organising and distributing marketing material to customers and sales team
- Social media management and interaction with customers on LinkedIn, Twitter, YouTube and Instagram
- Maintain and distribute sales leads to internal and external sales team using HubSpot (training provided)
- Contacting customers to request case studies, writing news stories and content for the website
- Taking photos and videos of manufacturing processes
- Conduct on-going research/ analysis
- Monthly reporting of key marketing statistics
- Generate monthly company newsletters
- Data entry and data analysis tasks, using the company database and updating records
- Assist in the organisation of national and international events & exhibitions booking times, venues, rooms and supporting with all correspondence.
- Providing ad hoc administrative support to the internal team and on projects
- Develop excellent business relationships with key suppliers
- **This is not a definitive list and is subject to change as the business needs deem necessary. You may be required to undertake different tasks within your capability**

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List skills and attributes

- Good written and verbal communication skills
 - Positive, confident enthusiastic attitude
 - Creative eye
 - Strong commercial awareness
 - Strong interpersonal and teamworking skills
 - High level of initiative and works well in a team environment
 - Excellent organisational skills
 - Good technology skills and use of web-based applications
 - Understanding of the marketing mix with particular reference to digital marketing
 - Good sense of humour and the ability to work with a variety of individuals
 - Quick learning of software and SOPs
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List Qualifications and Experience Levels:

- Strong administration background is essential for this role
 - Have a desire to progress a career within marketing
 - Candidate will be using Apple Mac and Apple/Adobe Software
 - Experience of using Microsoft applications including PowerPoint, Excel and Word
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Working Hours

- OFFICE HOURS - 37 HOURS net per week with a half-hour unpaid break Monday – Friday. A system currently operates to alternate the hours weekly below or as required by the Company, this system is subject to change or withdrawal by the Company without employee consent