



# Marketing Co-Ordinator

**Salary: £29,500**

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We are not just a creative agency. We are Engaging Education.

We are experts in creative services, working with local authorities, businesses, Multi Academy Trusts (MATs), national organisations, charities, schools and more to create campaigns that transform lives.

We're looking for a Marketing Co-Ordinator to help us manage our diverse, growing client base and develop the services we provide.

## Position Overview

The Marketing Co-Ordinator will lead on marketing strategy across a wide range of projects. They'll support us to manage our largest marketing contracts, making sure that we make the most of all channels and methods available to us.

This is an exciting opportunity for a skilled marketing professional with their finger on the pulse and a drive to make a difference.

We're looking for someone who:

- Lives and breathes marketing (i.e., has a degree in Marketing or similar plus experience in a marketing position).
- Can spin lots of plates, keeping track of multiple clients and projects.
- Likes being creative and finding new solutions to old problems.
- Can build strong relationships with the team, our clients and media links.
- Is motivated and resourceful.
- Is passionate about promoting a wide range of training and support to those who need it.

## Key Responsibilities

- Join focus groups, kick-off meetings and delivery management meetings with a range of clients.
- Create impactful marketing strategies for clients and Engaging Education.
- Work with the team to make sure strategies are delivered successfully (including managing budgets).
- Conduct in-depth market research for project deliverables/targets.
- Support the Digital Team with marketing strategies for social media and website platforms.
- Source new opportunities for clients, such as TV ads, radio ads, physical marketing, flyer drops etc.
- Support the Commercial Team with bids, tenders and project proposals to secure new clients.
- Advise our Projects and Partnership Manager Team on MAT/school-based projects.
- Produce quality analysis and impact reports for all projects, based on KPIs.
- Conduct competitor analysis and report back to Company Management on key sector findings.
- Manage relationships with PR/communication partners, including building long-term relationships with local press outlets across the UK.
- Contribute to the innovation and growth of Engaging Education.