

Marketing Coordinator**Location:** Derby Head Office.**Hours:** Negotiable full-time or part-time hours**Salary:** Dependant on experience**About The Company**

Robinson Structures Ltd is a Steel Construction Specialist who provides 'concept to completion' build projects to the Agricultural, Commercial and Industrial sectors. The company is a family business which has grown into one of the most recognised names within the steel industry.

This is an exciting opportunity for an ambitious and driven marketing professional with the ability to make their 'mark' within a growing business. You may be a graduate with 2-3 years' work experience seeking a stand-alone role or you may be seeking flexible part-time hours to suit family commitments. The successful candidate will work closely with the Directors of the business, to help deliver the vision for the future.

The primary function will be to provide creative intelligence to our marketing campaigns and social media presence, ensuring that we reach the clients that we wish to do business with. The role will be closely linked with the Sales function and will additionally support the sales process and growth in the targeted areas.

What we are looking for:

- Driven, passionate, business-minded individual who is willing to grow with the business.
- An excellent self-starter who is eager to lead on Digital Marketing and deal with initial follow up on prospects.
- Creative writing skills for Case Study and promotional material – for internal & external stakeholders
- Skills in Marketing, SEO, basic graphic design and social media skills to promote our business to a targeted audience.
- Research and analytical skills to determine the effectiveness of campaigns.

What you will be doing:

- Work under instruction of Directors to fulfil all Digital Marketing, Website and other Advertising needs.
- Manage & Analyse various Marketing Campaigns
- Drive all Digital Marketing including Search Engine Marketing & PPC. Generating and scheduling social media posts across different platforms
- Increase current activity on the company's social media accounts– ensuring consistency and alignment with brand guidelines
- Work to improve the Search Engine Optimization (SEO) and provide Website analytics
- Ad hoc Project/Event specific social media campaigns
- Review company website regularly and update accordingly with project case studies and news stories, linking these to each social media accounts.
- Placing adverts on websites and/or in magazines of relevant trade publications i.e. waste, recycling, agriculture, transport
- Quarterly newsletter/brochure to be posted/emailed to our Client base. Produce the Six-monthly internal Newsletter.
- Follow up on leads provided via the website, social media and other marketing activities and have some form of communication with prospective client. Review leads into the identified 'Tiers' for progression.
- Review the current marketing strategy. Identify business opportunities and publicity opportunities.
- Organise shows and hospitality.
- Assist in the implementation of a new CRM. Ensure the sales enquiry database (CRM) is kept up to date and accurate. Assist with documentation controls.
- Monitoring the marketing budget and analysing the effectiveness of marketing campaigns. To include post-contract customer satisfaction.

To apply

Please submit your CV and a Cover letter to jobs@robinsons.com stating why you are interested in the role, what hours you seek and your salary expectations.