## Marketing Coordinator & Copywriter

### Main Purpose of the Role

Develop and maintain the marketing outputs of the NAPIT Group in line with core objectives of the business in order to gain maximum revenue opportunities, brand exposure and reputation.

### Key Accountabilities

1. Pro-actively maintain NAPIT’s marketing presence, including, but not limited to;
   1. e-Newsletters;
   2. Social Media - content planning and creation, monitoring and reporting;
   3. Copywriting – editorial, advertising;
   4. Email bulletins/invitations;
   5. Websites – content, updates, reciprocal links, branding, social media, partnership site content;
   6. Pro-actively assist with the planning of content as required;
   7. PR – draft and release appropriate press releases;
   8. Weekly & monthly news monitoring and reporting;
   9. Research – conduct research as and when requested;
   10. Proofreading – Bi-monthly magazine and editorial;
   11. Pro-active reporting of marketing activities including tracking links and google analytics
2. Assist, as required, the Marketing team with the production of direct mail, editorial and press releases.
3. Work as part of the Marketing team in a flexible manner, within reasonable time constraints as directed by managers.
4. Ensure through the proactive use of research techniques timely and relevant information to the NAPIT Group Marketing Manager to enable them to respond to current or future issues that impact on NAPIT.
5. Ensure through proactive research that the material contained within the server Library and member download area on website is kept up to date and reflects both current and future information.
6. Ability to make decisions and prioritise workload in order to determine which may have a significant impact on NAPIT.
7. Must be able to effectively identify content issues that could impact on NAPIT, determine how those issues should be resolved in order that appropriate decisions can be.
8. Must have good attention to detail and be able to proof read efficiently.
9. Effective reporting skills

### Key Requirements

* 3+ years proven experience in a marketing role
* An understanding of marketing automation tools and software
* Experience with social media posting and performance monitoring
* Marketing or similar based degree/ qualification desired
* Must have good attention to detail
* Key to this role is the ability to multi-task effectively in order to meet deadlines
* Excellent organisational skills
* Proficient written skills and desired English qualification

### Relationship & Roles

* Demonstrate the ability to interact and cooperate with all NAPIT employees.
* Maintain professional internal and external relationships.
* Proactively establish and maintain effective working team relationships.
* Reports directly to the NAPIT Group Marketing Manager.

### Salary & Package

* Salary to be discussed on application
* Full time position, 37 hours per week, 9am – 5pm, with 4:30pm finish on Fridays
* Westfield health membership – following 3 month probationary period
* Statutory 20 days + bank holidays + discretionary December office closure
* Access to People’s Pension