

Marketing Communications Coordinator

Team: Marketing

Working to: Head of Marketing

Working with: Marketing Team

What does this role contribute to the Company?

This role will assist the Marketing Team support the wider business through design and delivery of clear and appropriate communication of our brand, Company and products.

What we'll ask of you:

In our fast-paced marketing team you can be assured that no two days are the same! As a key member of the team, your primary objective will be to design and deliver engaging communications for our growing business. To do this, you'll be working to implement our marketing communications strategy which aligns targeted messaging to our customers within our overall corporate strategy. You manage effective external communications, drafting copy for literature and messaging, including social media, particularly LinkedIn. To maximise the impact of our messaging, you participate, contribute to, and lead as appropriate, activities where we analyse and compile profiles on our customers so that you maintain an understanding of who they are and what they need from us. You further support this by keeping up to date with industry specific and generic consumer trends, including internationally. You also measure success and impact through analytics and reporting, highlighting achievements and suggesting opportunities and improvements at every stage. You offer company wider support and practical advice for internal and external communications, and wider marketing initiatives, working closely with other departments such as Sales and HR. You effectively manage multiple projects concurrently, adhering to deadlines and budgets, while maintaining a consistently high standard of work, which meets brand guidelines and demonstrates creativity and flair to deliver the right message for our Company.

And, as with all roles at Bloc Blinds, your flexibility and co-operation is both expected and appreciated.

What we're looking for:

Ideally you will have at least 3 years' previous experience in a similar role, supported by a relevant qualification. You'll be willing to really get to know our products and customers so that you can create and deliver effective targeted messaging through the appropriate channels, and in line with the communications and wider Company strategy, and within brand guidelines. The marketing team are driven by deadlines, so you'll need to be able to prioritise your work under the inevitable pressure which comes from the diversity of the role, and be able to deliver consistently high standards of work, without compromising attention to detail. You'll be an excellent communicator, demonstrating passion and enthusiasm as you engage with and present to internal and external stakeholders, being able to apply think creatively and imaginatively to maximise our brand and image within the market. You'll be able to demonstrate examples of having done this in previous roles, along with

talking us through reporting and analysis of marketing communication campaigns, and how you identified and acted on opportunities for the Company. You'll be proficient in Microsoft Office, including Excel, Word and PowerPoint, and the use of social media channels, and being adaptable and forward thinking to realign work and deadlines depending on departmental and Company needs. It would be extra awesome if you had international experience, including fluency in a second language.

In return you'll receive the opportunity to work with an innovative, dynamic and growing Company, with international ambitions, and who already are making significant inroads in the window blinds industry.