

Job Title: Marketing Coordinator – Customer Development
Reporting to: Marketing Manager – Education and Customer Development
Direct Reports: 0
Job Band: Band 5
Size of Team: 16

The Marketing Coordinator supports the implementation and execution of the St John Ambulance marketing strategy, executing campaigns developed with the Marketing Manager from proposal, through creative development to delivery via multimedia channels. The role involves close collaboration with all customer facing sales channels and the data management team to ensure optimum sales conversion and customer experience. The key focus of this Marketing Coordinator role is customer development (workplace health and safety training courses and supplies products).

Key Responsibilities

- To support the Marketing Manager and other key stakeholders in meeting the marketing delivery requirements to achieve the business plan to our existing customer base (workplace training courses and supplies).
- Development and execution of campaigns in line with the annual marketing strategy plan to deliver targeted ROI from proposals to delivery and post campaign reporting.
- To coordinate customer development marketing activity and suppliers across all relevant channels, including direct mail, email, customer services and telesales, etc.
- To ensure all printed and digital channel content is on brand and effectively promotes St John Ambulance products and services to drive demand from our existing customer base.
- Ensure marketing communications information is accurate across all channels of customer and prospect touchpoints and clearly communicated to sales and customer service functions
- To use appropriate communications channels to ensure all internal stakeholders are informed and engaged as required, including sales and customer service teams, data management teams and key management stakeholders.
- To develop and provide specific sales support material to facilitate the maximum conversion of sales calls to bookings and maximum revenue generation through upsell, cross sell and deepening of customer relationships
- To work with the data management team to develop and enhance the data through segmentation strategies
- To review the competitor market on a regular basis and provide essential feedback relating to competitor activities, business and product development opportunities.
- Identify business potential through customer profiling, market research and segmentation
- To maintain professional internal and external relationships that meet the organisation’s core values.
- To perform any other duties commensurate with these responsibilities, the grade of the post and skill and qualifications of the post-holder.

You will

- Be able to work on your own initiative
- Have a willingness to learn and adapt new skills
- Be willing to flexible to meet the needs of the project in hand. This may include working outside of ‘office hours’



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Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) inc Maths & English	✓	
Further or higher education equivalent		✓
Marketing qualification (e.g.CIM Certificate or Diploma)		✓
Experience		
Experience of designing and executing multi-channel campaigns including direct mail, digital and social media	✓	
Experience of using Content Management Systems		✓
Online copywriting and proof-reading experience	✓	
Experience of liaising with external contacts		✓
Experience of using web analytics to produce reports		✓
Experience of email marketing platforms (Communiqator or equivalent).		✓
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively at all levels	✓	
Ability to work to tight deadlines in a fast-paced environment	✓	
Knowledge of search engine optimisation (SEO) and PPC Advertising		✓
Knowledge of SJA products, services and customers		✓
High attention to detail - particularly in written communications	✓	
Ability to use Microsoft applications at intermediate to advanced level	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: PC

Date of preparation: 18/09/2018



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