
The Company reserves the right to change or amend both job title and specific duties as required to meet changes in the Company's business plans etc.

Job title: Marketing Coordinator
Reports to: Marketing Manager

Summary of role:

Overall, you need to always represent our company in a professional and competent manner, complying with your contract of employment and company policies. You will have a broad understanding of our business, our services, and our customers. You will be principally concerned with promoting Assurity Consulting within our local catchment area by organising and delivering our recruitment drive and corporate responsibility strategy, also engaging our internal team with our celebratory activities. Due to the size of the marketing team, you will also need to be prepared to take on other duties to promote services to our customer base and attend customer events where necessary.

Responsibilities and duties:

Recruitment

1. Deliver the recruitment planned activities on time and on budget.
2. Build relationships with education community partners to create brand recognition within colleges, schools, and universities.
3. Book annual recruitment job board credits and manage the budget of our adverts.
4. Write eye catching job adverts and promote them through social media and job boards and within our local area.
5. Create collateral/stand banners on our company/job roles to use at careers events to engage attendees at the events.
6. Research, organise, participate, and engage with attendees at recruitment events and explain our roles to potential suitable candidates, and collect data at events.
7. Liaise with other team members to gain buy in on careers fairs and university events and fully brief them on each event.
8. Manage the collated candidate contact information gathered from careers fairs on our CRM system.
9. Post on social media to highlight the success of each recruitment event.
10. Deliver written and video content (use videographer if/when necessary) for the careers section of the website, including insights, and link to social media.
11. Engage with potential future candidates with up to date with informative company information via the phone, social media, and email communication.
12. Keep colleagues engaged with up-and-coming careers events through monthly newsletter to gain support from them.
13. Email our logged candidates monthly and follow up on any click activity to share more information on our roles.
14. Prepare welcome booklets for new starters within the business with input from other colleagues.

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15. Measure the success of recruitment fairs and activity through the engagement with suitable candidates and the number of successful applicants.
 16. Manage and risk assess any work experience students, prepare workbooks, allocate time, and support them throughout their time at Assurity Consulting.
 17. Think of new ideas to promote the recruitment activity within our targeted catchment area.

Corporate responsibility (CR)

1. Deliver the CR planned activities on time and on budget.
2. Meet and build rapport with our charity community partners to understand how we can help and support them throughout the year.
3. Organise, risk assess, and participate in events with community partners to help to raise funds for them and gain brand awareness in our local community.
4. Discover what types of activities your colleagues are interested in find suitable CR activities that would engage them to take part in, to raise funds for charity, team build and/or raise brand awareness.
5. Design internal and external marketing collateral artwork to promote events.
6. Engage with colleagues/speakers to encourage participation in CR events, making sure they are fully briefed on each event.
7. Take video and photographs at our CR events suitable to be used across marketing communications, social and our website.
8. Use social media to promote our CR events post event.
9. Write articles for our website to promote the success of our CR events.
10. Understand (through engagement with colleagues) the targets we set for our CR in the areas of workplace, marketplace, environment, and community.
11. Write an annual CR report based on the previous years' achievements within the areas of workplace, marketplace, environment, and community.
12. Measure the success of our CR activities through monies raised and feedback from colleagues participating and the hosting charities.
13. Create, write, and edit a monthly newsletter to engage employees in CR activity and other activities across the business.
14. Measure the success of the fund-raising events and promote the activity.

Employee events

1. Deliver the planned internal events on time and on budget.
2. Organise, risk assess, and participate positively in each internal event and take video and photography that is suitable across marketing communications, social and our website.
3. Find suitable venues for our events that match our requirements.
4. Brief speakers and venues where necessary so they are aware of all the timings and activities for each event.
5. Prepare PowerPoint presentations for the speaker at the events.
6. Build rapport with the venue and event organisers to make sure the event goes to plan.
7. Design artwork for marketing collateral to promote the event internally to colleague to create engagement around the event.

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8. Communicate the activities at least six weeks before the events to give notice to employees on the event to get the best attendance.
 9. Think on your feet and be prepared to be flexible during events in case something doesn't go to plan and have a backup plan.
 10. Post event, promote the success of the event through our website, HTML email and social media.
 11. Think of new events that would educate, entertain, and build relationships throughout the company.
 12. Measure the success of our internal events and celebrations through feedback from colleagues the hosting venue.

Marketing team support

1. Work with colleagues to gain and maintain a good understanding of the business and attend Assurity Consulting webinars.
2. Have a good understanding of the overarching marketing plan.
3. Attend Assurity Consulting seminars to support the marketing team to make sure the events are a success.
4. Have a good understanding of how to use our CRM system and support the marketing team with data cleaning.
5. Support the marketing team with lead processing to help to drive new business.
6. Support with sending online surveys to employees and creating reports on the outcome.
7. Support the business helping with the writing of compelling award entries to local business awards.

Quality, environment, information security and health and safety responsibilities and duties, all employees will:

1. Take reasonable steps to ensure they do not place themselves or others at risk of harm;
2. Stop work if something they are about to do feels unsafe or wrong in any way, and immediately speak with a manager, deputy, or supervisor to get advice before continuing;
3. Comply with our in house and where applicable our customers' policies, procedures, risk assessments, safe systems of work and manuals including quality, environment, information security and health and safety policy and procedures;
4. Follow the training they have received when carrying out work tasks and using any work items Assurity Consulting has given you;
5. Report all quality, environmental, information security, and health and safety non compliances, accidents, incidents, near misses and hazards to their line manager or SHEQ Coordinator in a timely manner;
6. Co-operate through participation and consultation to contribute to the maintenance of the management system; and
7. Not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety, or welfare.