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| **Job Title**  Marketing Coordinator  **Reporting To**  Assistant Marketing Manager  **Job Purpose** To support the Head of Marketing and Assistant Marketing Manager in the development and execution of marketing strategies, campaigns and events for Mackle Petfoods and their brands.  **Hours of work:** **Monday to Friday – 40 per week (on-site)** |

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| Mackle Petfoods successfully produce and supply several leading cat and dog food brands including Brandy, Cat Club, Naturo and Norsh across multiple market channels nationally and internationally.  **Key Responsibilities:**   * Assist in the creation and scheduling of monthly social media content plans for Brandy, Cat Club, Naturo, Mackle Petfoods and any other Mackle Petfoods brands. * Monitor social media accounts, create content and respond to messages. * Assist with customer communication by keeping information relevant, informative and engaging (i.e .FAQs, blogs, campaigns) on all company websites. * Assist Trade Marketing in supporting the sales team though the design of customer specific web banners keeping within brand guidelines and customer specifications. * Assist in the management of marketing campaigns/plans locally & nationally for the company’s product brands, namely – Naturo, Brandy and Cat Club. * Assist with the co-ordination of marketing and PR campaigns/plans. * Assist in the organisation and implementation of the annual consumer show calendar. * Attendance at consumer shows to represent the company and product brands. * Responsible for the organisation, storage, stocktaking and reordering of all marketing materials. * Assist in the sourcing of branded merchandise to supplement campaigns and new product launches * Assist with approval of artwork when required. * Assist with influencer/brand ambassador/gifting activity. * Assist in the management of charity donations. * Ensure synergy of all marketing activities across traditional & digital channels. * Monitor, analyse and report on market and competitor trends to support the business in growing existing business and helping to build a platform for new and future business opportunities. * Undertake daily administrative tasks to ensure the functionality and coordination of the department’s activities. * Other duties, within reason, as and when required. |

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| ***PERSON SPECIFICATION*** |
| **Job Title: Marketing Coordinator**   |  |  |  | | --- | --- | --- | | *Criteria* | *Essential* | *Desirable* | | Knowledge | * Degree in Business, Marketing, Digital Marketing, Graphic Design or a related field | * FMCG knowledge, ideally product based | | Experience | * One year’s experience working in a marketing role | * Graphic design experience- Canva desirable. * Photography/videography experience | | Skills & Competencies | * Highly organised with excellent interpersonal skills * Well-developed creative skills * Evidence of effective planning, organisation and time management abilities * Sense of brand and editorial voice * Ability to prioritise and meet deadlines * Excellent attention to detail and accuracy | * Effective training / presentation skills * Skilled in the use of the Microsoft Office suite of software applications * The ability to harmonise creative content across multiple channels and marketing vehicles | | Circumstances | * Able to work flexibly as required to meet business needs * Available to travel on limited occasions for meetings or support for exhibitions/events. * Clean Driving License |  | |