

Flint Hire & Supply
Job Description: Marketing Communications Coordinator
[Maternity Cover, part time fixed term contract]

Reporting Relationships:

The Marketing Communications Coordinator will be indirectly covering maternity leave for the Marketing Manager, Hannah Heap, will have oversight from Jack Mainwaring Product Manager, and will ultimately be responsible to Ben Lyle, Managing Director.

Overall Purpose:

To create and execute communications and promotions for Flints across printed and digital medias, including but not limited to social media posts, email campaigns, print adverts.

Key Duties:

- Create and execute a series of email campaigns using Flints' CRM and Mailchimp
 - Including, but not limited to:
 - Creating audiences based on sales history and location via our CRM
 - Product promotions (as direction from the Product Manager)
 - Newsletters (with direction from the management team)
 - Events Promotions (as directed by the Managing Director)
- Social Media:
 - Responsible for creating posts in line with broader campaigns as directed by MD
 - Create 2 posts a week to improve audience engagement – one product focused, one more social/engagement.
 - Support Customer Service team to respond to customer posts and queries on social media feeds whilst working. Like, share and comment on customers posts as appropriate with guidance to be given by Customer Service Manager.
- Obtain and edit product images: through contacting suppliers, generating images in-house, or contacting customers/creators for images of products in use.
- Create promotional materials such as leaflets, posters and banners for print and digital formats as required.
- Videos – help in the creation of – depending on skillset, responsible for editing and publishing videos, including subtitles.
- Assist with Trade shows and events as required.

Other Duties

- To inform senior management of any health & safety problems
- To suggest any improvements or ideas that would be of benefit to the company
- To act in the best interest of the company at all times

Key Skills & Competencies

- Confident across Microsoft 365 suite (Specifically Excel, Word, Outlook and Teams and familiarity with cloud-based softwares such as Sharepoint/Onedrive).
- Confident and familiar with Social media platforms, specifically Instagram, Facebook & LinkedIn
- Confident with email scheduling platforms like Mailchimp
- Experience with CRM softwares
- Familiar with content scheduling platforms such as such Later, Adobe Express, Canva

Flint Hire & Supply

Job Description: Marketing Communications Coordinator

[Maternity Cover, part time fixed term contract]

- Confident using apps such as Canva or Adobe Express to do simple layout work
- Simple copywriting skills – first draft level to be refined and reviewed by managers
- Highly Desirable: Confidence with Adobe Creative Cloud suite, specifically Photoshop, Indesign and Illustrator.

Location & Hours

The position will be based at the company's Dartford warehouse, although some attendance at other locations with adequate notice may be required. The hours of work will be approximately 22.5 hours per week, and specific hours are open to negotiation.

Salary & Benefits

A salary of £25,642.5 - £28,000 pro-rata [£15,385.2 – £16,800] would be offered, dependant on experience and skill set. In addition, there is a company bonus scheme based on sales and profit targets. The company will pay four weeks holiday per calendar year, on a pro-rata basis. The company will pay statutory sick pay. The company has an auto-enrolment Pension Scheme. This is a fixed term contract for 14 months, with an intended start date of mid-June 2024, and a probationary period of 3 months, during which time either party can give a notice period of 2 weeks. The company retains the right to terminate the contract early should the marketing manager return to work early and will give a notice period of 8 weeks.

Applications

To apply please send a CV and covering letter by 30th April 2024 to Hannah Thorpe-Heap, the Marketing Manager.

You may submit this by email: hannah.thorpe-heap@flints.co.uk

or by post:

FAO: Hannah Thorpe-Heap, Marketing Manager

Flints

Unit 2 Newtons Court

Crossways Business Park

Dartford

DA2 6QL

Interviews are to be held w/c 20th May. If you are unlikely to be able to attend an interview on that week, or have a long notice period (more than 4 weeks) at your current position, please include that in your application and contact us as soon as possible.