

Marketing/Commercial Coordinator - Bradford

An exciting career opportunity has arisen for the position of Marketing/Commercial Coordinator to join Ben Balfour's Sales & Marketing team at the Bradford site.

The role will be a key position reporting to Caroline Ellis, Commercial Manager and will focus on promoting, enhancing and developing the profile of the business using traditional, online and social media channels.

Key Tasks & Accountabilities

- Administer and support the overall process of customer enquiries
- Conduct Market research and gain market intelligence sufficient to develop a pool of new business opportunities. Share with Business Leaders.
- Represent the Company, presenting proposals and where appropriate, progressing leads through to new business generation
- Provide timely and accurate business development & Marketing reports to the Commercial Director
- Cold call as appropriate within the market to ensure a robust pipeline of opportunities
- Attend industry functions, such as association events and conferences and provide feedback and information on market and creative trends
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products and distribution channels
- Forecast sales targets
- Submit weekly progress reports, ensuring data is accurate
- Website management/social media communications
- Manage the production, purchase and distribution of promotional materials
- Event management, including managing of budget
- Create effective marketing campaigns
- Event management, including management of budget
- Preparing high quality presentations
- Preparation of press releases
- Coordinate and produce the quarterly Company newsletter
- Support and administer external communications and Marketing resources

To be considered you must have the following skills, experience and attributes

- Related Business Degree at 2:1 or above
- Achievement drive
- Creative thinker and problem solver
- Presentation skills
- Ability to manage multiple projects
- Ability to absorb and analyse information quickly and accurately
- Strong communication and interpersonal skills
- Self-motivated, confident and energetic
- Up to date knowledge of the latest social media and networking
- Experience in market research and concepts
- Ability to prioritise improvement activities for greatest organisational impact
- Experience in defining improvement projects which satisfy our customer requirements
- Marketing experience
- Proficient in all Microsoft software
- Web and social media technologies
- Up to date knowledge of the latest operational tools

To apply for this position please send your cover letter, CV and current salary details/expectations by email to: naomi.raggio@advancedsupplychain.com

For more information about this role please do not hesitate to contact Naomi Raggio, HR Advisor on 01274 470467

Closing date: Friday 23rd June 2017

Posted to noticeboards: Tuesday 13th June 2017