

Marketing Coordinator

Full Time, Chorley

Northern Trust is a family-owned private company, established in 1962, with a successful track record in property investment, development and strategic land promotion. The existing property portfolio extends to circa 9 million sq ft of industrial, trade counter and office parks, together with more than 5,000 acres of land throughout the UK.

As the company continues to grow, we are now actively seeking a Marketing Coordinator to join our team. In this role, you will report into the Head of Marketing and will provide support in all areas of the Business through digital marketing, web-based content, offline and online media marketing, social media marketing, direct marketing and events to help drive the business forward and elevate the brand within the market.

We are looking for someone who can bring ideas forward and help to promote the void industrial space of c.500k sq ft, working with our regional teams. As the Marketing Coordinator, you will provide a full support to the Head of Marketing in the following areas:

- Provide marketing and communication support for all sectors of the business across the full marketing mix.
- Manage, develop and coordinate the online communication chat platform.
- Create content for social media, newsletters, and other marketing collateral.
- Provide google analytics support producing monthly report updates, along with various weekly / monthly statistical reports.
- Assist in developing and managing google AdWords campaigns with designated marketing agency.
- Assist in keeping Company web platforms / domains up to date with relevant content.
- Assist all areas of the Business with the creation of various Marketing literature, liaising with designated Marketing Design Agency as required.
- Maintain the Company Corporate Brand across all media.
- Develop, coordinate and help to organise events calendar for different sectors of the business, including full event management support for both corporate and staff functions.
- Collaborate with external suppliers on various marketing requirements.
- Assist and coordinate standardising regional agency material.
- Process incoming invoices ready for payment.
- Any other administrative duties required within the busy property investment team, including but not limited to answering the telephone, fielding calls, typing letters / memos, organising diaries, holiday cover, etc.

The ideal Marketing Coordinator will:

- Have experience of creating and developing new marketing initiatives.
- Demonstrate the ability to create and integrate marketing campaigns against business objectives.
- Solid project management, planning, and organisational skills with attention to detail.

- Excellent written, verbal, and presentation skills; ability to develop relationships and communicate with all levels of the organisation.
- Proficiency in MS365 - Microsoft Outlook, Excel, PowerPoint and Word.
- Experience with Corel Draw and CMS. Adobe Premiere Pro would be advantageous.
- Good communication and interpersonal skills.
- Must be able to drive and have full UK Driving Licence.
- Ideally have a Marketing Degree or equivalent recognised CIM qualification.

An attractive package is on offer including competitive salary, contributory pension and life assurance.

Full applications **by email only please** (including CV, current salary details and marketing examples to support application) to; **Rosalyn Godsmark, Head of Marketing, Northern Trust Company Ltd.**

Email: rosalyngodsmark@northerntrust.co.uk

Closing date: Friday 18th October 2024