

**THE MANSFIELD BUILDING SOCIETY
JOB DESCRIPTION**

Job Title	Marketing Coordinator
Department	Marketing
Job Number	XXXX
Purpose of Job	To assist in all aspects of Society marketing and communications including branches, PR and community activities, particularly coordinating the Society's Community Support Scheme. To support the Marketing Manager in all activities necessary to ensure the Society's products and services are promoted and communicated in accordance with agreed schedules and plans.
Responsible to	Marketing Manager
MAIN DUTIES	
Operations	Assist in promoting and communicating all aspects of the Society as required
	Plan and ensure that promotional, advertising and public relations activities are produced and compliant
	Produce agenda and take minutes at marketing meetings
	To amend and issue content updates to staff via the intranet and maintain the files relating to the above items
	Carry out market research utilising selected cost effective approaches and systems; monitor effects and produce reports and recommendations
	In conjunction with others produce product literature, posters and general publicity material (for internal and external use)
	Liaise with external suppliers, including marketing and creative agencies to ensure quality, cost efficiency and efficient turnaround
	To maintain lists of approved suppliers, monitor performance and as necessary seek alternative suppliers or recommend changes
	On and offline communication to staff and other stakeholders as required
	Plan, organise timely production of marketing materials
	Update information on website and intranet with the assistance of the Marketing Manager and ensure compliance sign off and timely publication
	Liaise with Marketing Manager and other departments to ensure timely origination, proofing, placement, progressing, receipt and distribution of all promotional communications and related materials
	Continually evaluate the effectiveness of the promotional effort and campaigns, recommending any changes to improve effectiveness or reduce cost
	Arrange and place products/services adverts through the local, national and trade press and other media as appropriate
	Co-ordinate marketing activities relating to product and rate change processes from inception and ensure the supply of revised/new literature
	To help develop and maintain e-mail databases and update any changes to products
	Organise and attend promotional events, and/or ensure appropriate attendees dependent upon nature of event

	Design and produce promotional material via Adobe Indesign
	Amend promotional literature when changes are required via Adobe Indesign and ensure signed off for compliance
	Liaise with the Marketing Manager to ensure effectiveness and cost control of the budget
	Complete purchase orders for invoices received and ensure sign off for payment
	After content has been determined produce newsletters and other communications to customers
	Participate in and support community activity including Work in the Community, fundraising partnerships and the Community Support Scheme through communication with internal stakeholders and community groups and attendance at community events including PR opportunities
	Liaise with internal stakeholders to establish marketing requirements and support to help meet the Society's corporate objectives.
General	Promote the interests of, and ensure adherence to, the policies of the Society
	Maintaining risk awareness within your role, ensuring relevant controls are implemented and are operating effectively, reporting of all risk events identified and escalating risk issues which have the potential to breach the Society's appetite for risk / control environment
	To carry out all duties as detailed and in accordance with documented policies and procedures
	To prepare and collate management information in accordance with laid down procedures and standards
	Ensure all targets/objectives as laid down are achieved
	To carry out all duties taking into account the FCA's Conduct Risk requirements and the principles of Treating Customers Fairly.
	To undertake other duties as may be required in the role, within the Marketing department or any other department or branch of the Society
This job description will be amended in consultation to reflect changes in or to the job	
Signed:	
Dated:	