



Marketing Coordinator

 Exeter, EX1 1QR / Hybrid

Permanent Contract
Salary: £24k - £28k DOE

Life at Air...

Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.



The Role

As our Marketing Co-Ordinator, you will work within the Air Marketing Services team to assist with the delivery of marketing activity and projects for clients. This will include; demand generation, digital online marketing, offline marketing, content creation and ad hoc marketing projects. You may at times be required to attend face to face client meetings and liaise with clients over the phone.

You will be expected to represent the company in a professional manner, ensuring every potential and current client have a positive impression of Air. You will be expected to deliver all client work effectively and efficiently and you will be encouraged to share your ideas and suggestions of how to help us continually improve. Your contribution will have a direct impact on client satisfaction and retention, so being commercially aware is key.

You will uphold company values and be responsible for assisting with achieving company goals and targets.

You will be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

Responsibilities

- Undertake market research and perform competitive analysis for clients industries, audiences and markets to a high standard
- Participate in idea forming sessions to support the team in the development and execution of clients' marketing strategies
- Help prepare marketing reports – weekly and monthly, ensuring the correct data is pulled through and presented for the Digital or Content teams to analyse
- Understand clients' brand guidelines and tone of voice and consistently implement the brand voice across all channels, copy and marketing materials
- Work closely with third-party designers, developers and/or suppliers for activity related to clients campaigns and projects in a professional manner
- Assist the Digital team with paid social advertising on Instagram, Facebook, TikTok, LinkedIn
- Assist the Digital Marketing Manager with Google Ads – keyword research and forecasting
- Assist the Content Manager with ideas for social content and campaigns that feed into content strategies
- Create social media content to a high level, writing copy and creating graphics / video content with appropriate imagery
- Be responsible for the scheduling of social media content across all platforms.
- Monitor social media activity and be ahead of the curve, helping to plan content that will be engaging and successful for the client on their social platforms.
- Manage the personal LinkedIn of key stakeholders within our clients' businesses. This could include posting on their behalf, utilising credits to encourage followers to company pages and connecting and engaging on their behalf.
- Use the CMS system for our clients to publish content and update website content as required.
- Write website friendly content incl. page copy and blogs where relevant
- Support with the creation and delivery of email marketing campaigns and email sends, as required, for clients.

Requirements

- Qualification in Marketing, communications or a related field
- Offline and online marketing experience
- Highly developed skills in producing content, demonstrating attention to detail in clients tone of voice, spelling, punctuation, and grammar in all written work.
- Ability to communicate confidently and precisely (verbally and written) with team members, other departments, key stakeholders and clients
- Exceptional relationship building skills (whether it be over the phone or face to face)
- Competency using a range of softwares i.e. HubSpot, Email Platforms, WordPress, Canva, GA4, AdWords, META Business Suite, Adobe Photoshop (would be desirable) and platforms such as X, LinkedIn, Facebook, Instagram and YouTube
- Knowledge of SEO best practice and UX
- A positive and optimistic outlook within a fast-paced environment with the ability to work to deadlines effectively
- An eye for attention to detail, self-motivated and creative thinker working well both autonomously and as part of a team
- High levels of professionalism
- A willingness to learn new software and technology to enhance their work and keep on top of moving trends.

Benefits

- Competitive salary
- Continuous development support
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Work-from-home days
- Fun and healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

To apply

[Click here](#) to apply by filling out the on-page form.