



# Job description

## Marketing Content & Event Co-ordinator

### Role Overview

Reporting to the VP of Marketing, the Marketing Content & Event Co-ordinator will be responsible for planning and executing on in-house and sponsored events, copy-writing and proof reading and supporting the wider Marketing Team in executing campaigns outlined in the Marketing Plan.

### Key Responsibilities

#### Events:

- Leading the planning and implementation of in-house Rant & Rave events and key industry events
- Maintaining the integrity of the brand through established marketing guidelines
- Liaising with the Business Development, Field Sales, Account Managers and whomever else appropriate to ensure everyone is aligned on plans and desired outcomes
- Where appropriate sourcing appropriate collateral and supporting materials for the event
- Where appropriate co-ordinating accommodation for those attending events (key personnel)
- Competent budget management

## Key Responsibilities

### Copywriting:

- Ensuring all campaign material has appropriate sign off and is produced to a high quality
- Delivering highly impactful, creative content that both builds the brand and retains engagement. This would include (but is not limited to) eBooks, Product collateral, emails, customer comms, the corporate website, microsites and video case studies
- Ensuring a consistent standard of copy is embraced across the company and acting as a brand ambassador across departments to ensure quality control

### Brand:

- Supporting the Account Management team with customer launch days
- Managing stock levels of branded goodies and collateral

## Competencies

### Creativity

The ability and willingness to generate new ideas and to recognise and build on others

### Customer Orientation

The ability to recognise both internal and external customers, the willingness to cooperate with them fully in order to help them achieve their objectives and the ability to engender this culture throughout the team and influence other divisions

### Adaptability

The ability to maintain effectiveness in a changing environment and the willingness to respond quickly and positively to change

### Analysis

The ability to gather relevant information, reason from cause to effect and generate effective solutions to commercial issues - taking into account all variables

### Organising work

The ability to marshal and manage resources (people, funding, materials and support) to achieve a project or task. Able to manage own time efficiently and to handle multiple activities in parallel to accomplish the goals

### Achievement orientation

The determination to perform at the highest standard, aiming to exceed norms and expectation

### Communication

The ability to speak and write so as to be clearly understood by others, using appropriate vocabulary, grammar, style and tone of voice

### Self confidence

The ability to make a positive impact and to maintain a credible position with others on an ongoing basis

### Initiative

The willingness to move things forward by taking action without needing to be asked and due escalation

## Knowledge, Skills and Experience

- At least 3 years experience in an internal or external marketing role
- Competency in Adobe Photoshop, Indesign and Illustrator
- Excellent communication skills, both written and verbal
- Proven event management skills
- Experience of using social channels to expand and build audiences

## Mobility Requirements

Must have driving licence and be able to travel

## Additional Specifications / Comments

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the business needs of the Company.



## Could you be the one for us?

Whether you're ready to join us or would just like a little more information, our team are always on hand to help.

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