

JOB TITLE: Marketing Coordinator

REPORTING TO: Managing Director

Rabb-IT Ltd are on an exciting journey to become the go to IT Businesses in Yorkshire. Already a well-respected MSP with an array of clients within the Yorkshire region they are now looking to expand. Based in the rural area of Calverley, Leeds where monthly lunches are bought to acknowledge and appreciate their dedicated staff.

Marketing Coordinator: Working closely with the MD, develop and execute marketing and communication strategies, to enhance and promote the Rabb-IT brand. Build a strong brand which reflects the company values and commercial offerings. With an emphasis on Digital and Social Media Marketing activity, create new sales opportunities within the current client base, along with targeted new client attraction.

Tasks and Responsibilities:

- Create and manage the company website and social media blogs, including management of SEO rankings and click-through opportunities
- Through creative campaign creation and management, generate leads and follow up on all enquiries, supporting the salesforce to maximise all opportunities
- Create a robust method of KPI reporting on all activities, setting challenging targets and monitoring performance
- Create branded document sets including brochures, technical documents, proposals, presentations, quotations, emails and other electronic or printed media
- Ensure that all documents (including system documents and communications) reflect the brand and adhere to the brand guidelines
- To meet the exacting standards of communication, create standard marketing copy to be used across all client and supplier communications
- Provide fact-checking, copy-editing, and formatting assistance during the creation of mailers, presentations and promotional materials
- Create and manage a Marketing budget, maximising ROI, closely monitoring cost v benefits on all spend
- Provide a Marketing vision for the future, including building a team to support the Sales & marketing activities
- Take incoming sales calls, process enquiries for new business and assist in processing all relevant documents (quotes, proposals, orders etc)
- Attend events and provide support with media campaigns, event setup, attendance management, enquiry conversion and follow up



Skills/Attributes Required:

- Ex Graduate with a relevant Marketing Degree and 2 years+ digital marketing experience
- Strong understanding of branding and PR through social media, to maximise Rabb-IT presence
- Leadership and Vision, to promote the brand internally and externally
- Excellent copy-writing skills
- Self-driven, results-oriented with a positive 'can-do' outlook able to manage own performance against KPIs
- A drive to build a career in Marketing by hard work and diligence
- A clear focus on high quality work
- Passionate about customer service excellence
- A natural forward planner who critically assesses own performance
- Have a desire to be part of an overall team and achieve team goals
- Excellent communication skills at all levels and all mediums
- Resilience and resourcefulness to work efficiently and effectively when under pressure and to tight deadlines
- Strong time management and self-motivation skills, taking responsibility in keeping up to date with current marketing trends
- Pleasant, polite, mature, credible, and comfortable in with working in a demanding environment
- Reliable, tolerant, and determined
- Driving licence and car

Benefits

- Healthcare and Well-being Scheme
- Pension Scheme (additional employer contribution)
- Training and personal development (including Free Microsoft Training)
- 25 days holiday plus extra Birthday holiday – never work on your birthday again!
- Free team lunch every month
- To be part of a growing business and the next success story
- A competitive base salary
- Annual Bonus tied to company profits
- Structured Induction Process (training on all aspects of your role to ensure you succeed)
- Great staff parties - a very important part of teambuilding
- Free Parking
- Fantastic culture & environment

Feel you are up for the challenge? Apply, with CV and current salary, to Careers@rabb-it.co