

# Job Description

## Marketing Co-ordinator



### Role Details

Role title	Interim Marketing Co-ordinator (Maternity Cover) – FTC 12 months
Department	Marketing
Reports to	Head of Marketing
Line manager for	N/A
Salary	Up to £30,000 (depending on credentials and experience)

### Vision and Mission

#### Vision

Workplace and facilities management transforms organisations and enhances experience. As the pioneering professional body, our vision is one where every workplace delivers.

#### Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

#### IWFM has a strong culture based on our values

Confident and Bold | Human and Inspiring | Knowledgeable and In Sync | Active and Energetic

#### Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer. We offer charity days along with paid for social events. We make efforts to reduce our impact on the planet.

#### How the role supports the vision and mission

This 12 month maternity cover role supports the development, maintenance and execution of communications and marketing campaigns that advance IWFM's business and commercial objectives. It will support the Marketing team to plan, prioritise, deliver and monitor targeted activities, on and off-line. The post plays a key part in creating the conditions for successful delivery including campaign and communications scheduling, channel optimisation, customer segmentation, quality control, supplier optimisation, budget and risk management.

The post holder must be conversant with a strategic communications and marketing approach across multiple channels and have proven relevant experience.

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They will be a proactive and collaborative communicator who can develop and deliver compelling messages, campaigns and content to attract and engage target audiences.

Supporting the Head of Marketing and playing a key role across the wider marketing team, the Marketing Co-ordinator will play a vital connecting role in optimising performance to achieve marketing and commercial objectives.

## Key Accountabilities

- **Timely and effective marketing campaign co-ordination and execution through planning:**
  - Co-ordinate and schedule marketing and communications campaign execution for optimal impact working closely with team managers
  - Own and control the IWFM marketing communications master planner ensuring
    - clarity, currency, accuracy and visibility to the marketing team and stakeholders at any one time
    - master planner functions as a central and proprietary IWFM tool that supports campaign and communication execution, is well socialised and easily accessible.
    - comprehensiveness: act so as to optimise opportunities | avoid | resolve launch conflicts (internal and external).
- **Optimise MarComms campaigns and underpinning services:**
  - Lead marketing email campaign creation and execution.
    - Work continuously and creatively to optimise the channel increasing its effectiveness as a core tactic in IWFM campaigning. [Metric: open / engagement rates].
    - Develop campaign automisation (in Click Dimensions) and explore other e-mail platforms in line with Digital Data Transformation (DDT) strategy
    - Develop customer segmentation starting with newsletters trial adapted to member CVPs
    - Ensure communities e-mail/data pilot | ongoing activity aligned with wider channel approach, working with Campaign Manager and Data Analyst.
  - Work with Digital Executive and Content Manager to boost organic social engagement by innovating and optimising across social platforms, using AI where possible.
  - Recommend and source editorial and advertising content for IWFM 'owned' pages of Facilitate print magazine, ensuring outlet's alignment with campaigns, working with managers.
  - Catalogue published editorial so that evaluation can be easily undertaken and historical content can be easily sourced
  - Co-ordinating lead for Exec level support to campaigns and communications, including deadlines, QA; proofing, news publishing, CRM and data.
  - Cover for Digital Marketing and Digital Analyst executives in their absence.

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## • Events | technical | general marketing support

- Lead production and technical support to AGM and IWFM webinars programme, including promotion, content, rehearsal, mentoring and evaluation. Principal contact for Zoom support, responsible for ensuring a trained and engaged IWFM cohort.
- Physical events (including community led) | exhibitions:
  - support Campaign Managers in identifying and evaluating opportunities, including negotiating 'contra' arrangements and ensuring obligations met both ways.
  - help coordinate physical presence | online support: branding, stands, materials, deliveries, set up (if appropriate).
  - monitor and maintain content and physical assets | collateral and other promotional items ensuring brand alignment, ordering/stock levels and physical condition is optimised.

## • Finance, services supply management and optimisation

- Day to day management of the marketing budget, including planning, monitoring and reconciliation, supporting Campaign Managers and acting as liaison point with Finance Partner.
- Monitor and manage service provision and optimise contribution to marketing objectives and VFM (designer, IWFM Direct web developer, e-mail platform).
- Maintain a register of all contracts for marketing communications services so as to ensure optimal impact and value for money.
- Enhance and uphold Marketing SOPs.
- Manage and maintain central marketing filing system in line with Institute policy and protocols.

## • Branding and risk management

- Branding – uphold the physical branding guidelines checking any public facing marketing assets to ensure they meet IWFM guidelines, including for the Impact Awards and community activity.
- Assess marketing compliance with relevant laws and regulations and improve as appropriate.
- Support the HoM and Campaign Managers to identify, monitor and review key risks to performance and delivery, aligning with the central register.
- Monitor and support in handling and fulfilling inbound departmental enquiries and internal support requests, ensuring that enquiries are monitored, allocated and fulfilled within agreed timescales.

## Professional Qualifications, Accreditations and Experience

- Educated to degree level, ideally in a marketing related subject or CIM qualified.
- Technically literate in Microsoft Office, with marketing planning and execution software and platforms and CMS.
- English language is essential.
- Proven experience in a marketing or communications environment.

## Technical Skills

- Highly organised multi tasker, able to juggle competing priorities.

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- Ability to plan effectively and make connections between tactics and strategy.
- Strong time management capability.
- Focused on quality, accuracy and attention to detail.
- Exceptional communication and team-working skills, including upward management.
- Ability to produce high quality and professional written and visual communications.
- Budget forecasting and monitoring
- Stakeholder and supplier management

## Behavioural Skills

- Self-motivated, driven and able to work independently and under pressure.
- Strong people skills and willing contributor.
- Willingness to learn, research and use initiative.
- Innovative thinker, creative by nature and problem-solving ability.
- Energetic approach and a can-do attitude, inspiring others.
- Takes responsibility and acts with confidence.
- Flexible and responsive approach.
- Communicates clearly and with confidence.
- Supportive and behaves consistently with clear personal values that complement those of IWFM.

## Contact us

Any queries about the contents of the job description please contact:

HR Manager  
IWFM

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