


LMS-for-429	<b>JOB DESCRIPTION</b> Sales and Marketing Admin	Revision		Page	
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<b>Job Title:</b>	Sales and Marketing Coordinator
<b>Department/Location:</b>	Sales / Aberdeen
<b>Reporting to:</b>	Sales Director
<b>Staff reporting to Job Holder:</b>	None


**Brief Summary of Role:**

The Sales and Marketing Coordinator will be responsible for supporting the Sales Director, the development and implementation of the digital marketing strategy including representing LMS at trade events, marketing analysis and reporting.

**Main responsibilities:**

- Support the sales director with the administrative aspect of client quotations.
- Coordinate all social media channels in a consistent 'on brand' voice in line with our high standards.
- Ensure the website is fully optimised for search engines and identify suitable websites to build links with.
- Increase the number of followers, 'likes', and engagement with digital marketing audiences and social media outputs.
- Use digital media methods and e-newsletters, and offline methods to promote existing and new product lines.
- Monitor, report and analyse results to improve performance, using tools such as Google analytics.
- Create and upload images, website banners, website visuals, and content to company website.
- Develop a content calendar and schedule all relevant content across all platforms.
- Contribute towards user experience developments to the website to improve customer journey and conversion rates.
- Provide accurate reports and analysis to management to demonstrate effective ROI.
- Capture and record customer feedback on BMS.
- Contribute to the marketing of industry events, exhibitions, and representation at tradeshows.
- Keep up to date with current digital marketing trends.
- Manage the client database.
- Positively interact with all departments to optimise company performance, objectives, and financial targets.
- Promote continuous improvement and cost reduction initiatives, maximise productivity through positive work ethic.

**The above duties are not an exhaustive list and you may be required to undertake other tasks as the business requires.**

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**Skills and Attributes:**

- Strong verbal communications skills for articulating ideas to LMS colleagues and management team
- Excellent written communication skills for producing high quality content,
- Attention to detail and accuracy,
- Self-motivated and the ability to work independently and flexibly,
- The capacity to prioritise and work across multiple projects,
- Experience with SEO strategies for ecommerce,
- The ability to work as part of a team,
- Organisational skills with the ability to deliver a high volume of quality work,
- Creative skills for contributing new and innovative ideas,
- The ability to work under pressure and meet deadlines,
- Networking and analytical skills,
- Knowledge of existing and emerging social media platforms,
- Excellent IT skills,
- Continual drive for to improve on business practices, products, efficiency, and quality,
- Strong customer care / satisfaction ethic,
- Focused on continuous professional development and open to career progression.