

Job Title: Marketing Administrator	Location: Hunmanby - UK
Department: Marketing	Contract: Permanent – Full Time
Reports To: Marketing Coordinator	Direct Reports: N/A

1.0 Job Summary & Role

We are looking for a highly efficient, professional and proactive Marketing Administrator to join our busy marketing team. The Marketing Administrator will undertake day-to-day administrative and marketing duties and coordinate a wide range of internal / external company events for the Controls & Automation Group (Deep Sea Electronics and MOTORTECH GmbH), working closely with and reporting to the Marketing Coordinator.

The person in this role will have proven experience of problem solving, be delivery driven, possess excellent communication skills and demonstrate meticulous attention to detail.

Key Role Objectives:

- Deliver high quality Controls & Automation Group events
- Raise the brand profile of the Controls and Automation Group
- Support the marketing team with high-quality administrative duties
- Add value to a wide range of traditional / digital marketing activities

2.0 Key Responsibilities & Main Duties

- Organising and managing Controls and Automation Group global in-person and online exhibitions and events
- Working with Controls and Automation Group distributors, resellers and system integrators to plan, prepare and communicate Deep Sea Electronics / MOTORTECH input at approved local market exhibitions, conferences and training seminars
- Building up marketing product stock for Controls & Automation Group events in key global office locations
- Creating and maintaining a global database of all marketing stock movement
- Supporting creation and delivery of marketing campaigns
- Supporting the design and implementation of digital marketing activities, including social media, copywriting, scheduling content and integrating the external sales team as appropriate
- Supporting the maintenance of Deep Sea Electronics and MOTORTECH websites using required content management systems, ensuring all content is up to date
- Supporting the delivery of quarterly newsletters for Deep Sea Electronics and MOTORTECH GmbH
- Supporting global event promotion, including PR, advertising and digital marketing as appropriate



- Supporting the creation of marketing documentation, including data sheets, brochures, large format materials, case studies and white papers
- Proofreading marketing and communications content
- Ensuring the department communicates effectively with all Controls and Automation Group stakeholders
- Build a global database of event suppliers and maintain strong relationships
- Maintain and communicate the annual event calendar to key stakeholders for the Controls & Automation Group
- Ensure all marketing databases are maintained and cleaned to maximise campaign ROI
- Market research as required
- Managing the product change notification and product obsolete notice process, including collating the required information, creating documentation and sending emails where required
- Working with Salesforce (Sales Cloud / Service Cloud / Marketing Cloud), including allocating leads and case management

3.0 Internal & External Relationships

The ability to work effectively with key internal and external stakeholders is essential to always delivering events / work of the highest possible standard. Building strong relationships within the marketing team will have a direct impact on being part of a successful team that adds value to the Controls and Automation Group

4.0 Key Performance Indicators

- Ability to create and maintain internal / external stakeholder relationships
- Positive feedback on Controls and Automation exhibitions & events
- Developing confidence to present and explain ideas to colleagues within team meeting environments
- High-level management of all event projects from concept to completion
- Develop strong product, market and customer knowledge
- Consistently hitting deadlines to ensure global events run to a high level
- Making improvements after each event to streamline event management processes

5.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • High-level knowledge of Microsoft programs, including Word, Excel, PowerPoint, Outlook and Teams • Knowledge of Adobe Acrobat • Project management / Events management administrative knowledge • Events management / Project Management Administration 	<p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of Adobe Creative Suite Software • Knowledge of Salesforce CRM software • Knowledge of managing company LinkedIn & YouTube pages • Updating company websites



Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Marketing / Events • Strong administration skills • Can work independently and as part of a team • Excellent communication skills via phone, email and face-to-face • Ability to prioritise and manage time • Thorough attention to detail • Confident in making decisions • Possess original ideas and a keen eye for detail • Work well under pressure • Strong problem-solving skills 	<p>Desirable:</p> <ul style="list-style-type: none"> • Speak a second language • Strong presentation skills
Experience	
<p>Essential:</p> <ul style="list-style-type: none"> • Minimum 3 years' experience in a professional marketing environment or 3 years' experience in Project management / Events management administrative environment 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of working within the power generation / electronics sector • Experience in planning events
Qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • A-Levels or equivalent • GCSE Maths & English (Level 5 / Grade C or above) 	<p>Desirable:</p> <ul style="list-style-type: none"> • Marketing Degree • Event Management Degree • Administration Qualification

This role requires occasional national and international travel to support Controls & Automation Group global exhibitions and events

Created by	Dated Created
James Maynard – Group Marketing Manager	27/11/2024

