

Job Title	Marketing Coordinator
Department:	Operations
Team:	Marketing
Job type:	Individual Contributor
Number of Reports:	0
Reports to:	Head of Operations
Hours of Work:	37.5 hours per week
Contract Type:	Permanent
Location:	Head Office, Watchfield

UTAX Company Overview

UTAX is part of the TA Triumph-Adler Group, a subsidiary of Kyocera Group. Our key objectives is to support its partner and direct sales channels to promote the sale of the range of UTAX/TA products and business solutions. The UTAX and TA Triumph-Adler brand prides itself in delivering outstanding levels of excellence and quality. All employees are passionate about creating the ultimate customer experience when working with them to improve their business performance, utilising all that the UTAX group has to offer.

The Role of Marketing within UTAX

The Head of Operations is responsible for defining the company marketing objectives, utilising the full marketing mix, to allow for the promotion of the UTAX and TA Triumph-Adler brands in the UK to attract new business whilst simultaneously supporting our existing indirect customer base and communicating effectively with all stakeholders. Our mission is to maximise our exposure to new potential direct and indirect customers as well as offering our existing indirect customers an advantage over the competition to differentiate them and ensure mutual success. We are responsive to market changes and buyer behaviours and offer a full range of business development options on behalf of our own direct sales team and indirect partners.

Overall Role Purpose

The Marketing Coordinator is responsible for creating, distributing and managing all external and internal communications to promote the company brands and encourage customer involvement in the business whilst adhering to the corporate design guidelines and brand values.

Key Responsibilities

- Advocate the benefits of the range of UTAX's business solutions and the brand image we want to promote.
- Manage the creation and distribution of general indirect sales communications such as sales bulletins, marketing bulletins, technical bulletins, product launch notifications etc.
- Manage the creation and distribution of printed and digital promotional materials for both direct and indirect sales channels for both products and vertical markets
- Maintain, update and manage all corporate websites
- Implement an annual public relations and advertising campaign with suitable channel and business press to an agreed budget.
- Prepare, implement & coordinate Social Media campaigns across all platforms.
- Develop customer case histories and ensure their inclusion on the web site and within the press.
- Support Senior Management with additional duties relevant to your skills and experiences, as required by the business.

Reference:	JP003MCO	Marketing Coordinator	Date Reviewed:	02/07/2024
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Person Specification		
Specification	Essential	Desired
Experience	3-year experience in a similar role	Experience in the IT or similar industry
Specialist Skills & Knowledge	Theoretical understanding of Channel Marketing Basic understanding of copywriting Demonstrable design experience Practical understanding of Business2Business segment Practical understanding of vertical market segmentation Understanding of HTML and website design Practical understanding of Adobe Creative software or equivalent Practical understanding of Social Media platforms and associated tools	Practical understanding of Channel Marketing Published Copywriting WordPress website management software experience
Education, Training & Qualifications	GCSE English or Equivalent	Marketing (CIM or equivalent) Design Qualification
Personal Qualities		Passion for design Passion for the English language Energetic and enthusiastic approach to work Innovative and imaginative input

Reference:	JP003MCO	Marketing Coordinator	Date Reviewed:	02/07/2024
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