



JOB DESCRIPTION
SALES AND MARKETING COORDINATOR
COLDHARBOUR MARINE LTD

COMPANY INFORMATION:

Coldharbour is an expanding UK based specialist company, involved in the design and supply of innovative fluids handling equipment and systems to the worldwide marine sector.

JOB TITLE: Sales and Marketing Coordinator

REPORTING TO: Sales Manager

ROLE PURPOSE: To assist the Sales Manager in the coordination of the company's sales and marketing efforts across all territories. This will include all aspects of the company's approach to customers and suppliers, including website, print media, public relations, brochure publication, audio visual material production, trade shows and advertising. Although the role is office based, an amount of travel both in the UK and overseas is required.

DUTIES:

- Oversee design and production of brochures and other printed marketing material from in house and external agencies
- Carry out market analysis and provide reports to the Sales Manager and Chief Executive Officer on market trends
- Maintain the company's quote and enquiry logs
- Coordinate and update the company websites
- Organise and coordinate the company presence at trade shows and other events worldwide
- Assist the sales manager and overseas agents in the preparation of bespoke sales and marketing materials, including video production as required

- Establish strong working relationships within the industry sector media so as to ensure suitable coverage of company activities as required
- Any other duties as required that are commensurate with this level within the organisation, and deemed by Management to be within the post holder's capability

KEY SKILLS:

- Creative skills, including visual design and copy writing
- Experience carrying out market research
- Experience in managing external contractors
- Experience in website management
- Experience of public relations and media management
- Analytical, problem solving, prioritising and time management skills
- A proven track record in problem solving
- Team player
- Advanced interpersonal skills, able to communicate at all levels
- Dynamic and resourceful

The Health & Safety at Work Act requires you as an employee to:

- Take reasonable care for the health & safety of yourself and others who may be affected by what you do or don't do
- Co-operate with the Company to ensure compliance with the law

The Management of Health and Safety at Work Act requires you as an employee to:

- Inform your employer of any situation which you consider presents a serious and imminent danger and any shortcoming in health & safety protection arrangements
- Ensure you do not misuse or interfere with equipment provided for your own or others' safety