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| TITLE | Marketing Coordinator |
| REPORTS TO | Marketing Manager |
| ROLE SUMMARY | Develop and implement marketing strategies to promote our commercial Growing Systems (B2B), and Garden Tunnel (B2C) products, Haygrove Evolution services, as well as the wider Haygrove brand. |
| PERSONAL ATTRIBUTES | <ul style="list-style-type: none"> • Haygrove values: Energy, Humility, Intelligence • Creative thinking with attention to detail. • Excellent inter-personal & communication skills at all levels • Teamwork approach, with the ability to work autonomously • Desire to learn and improve. Continuous improvement mindset. • Flexibility and adaptability to change |
| PRINCIPLE RESPONSIBILITIES | <p>Campaign Management: Planning and implementing promotional campaigns across various mediums, such as digital, print, social media, and events.</p> <p>Content Creation and Management: Developing marketing materials, such as website content, copywriting for brochures, social media posts, advertisements, and other collateral.</p> <p>Digital Marketing: Contributing to digital marketing efforts, including website, social media marketing, email marketing, and online advertising.</p> <p>Event Coordination: Organising and managing events, trade shows, and other promotional activities to increase brand visibility and engagement.</p> <p>Market Research: Conducting market research to identify trends, customer preferences, and competitive analysis to inform marketing strategies.</p> <p>Strategy Development: Creating and executing marketing plans and strategies to achieve business objectives.</p> <p>Brand Management: Managing and maintaining Haygrove brand integrity across all marketing initiatives and communications</p> |
| EXPERIENCE & SKILLS | <ul style="list-style-type: none"> • Have excellent level of written English • Digital Proficiency: Familiarity with digital marketing tools, social media platforms, and various software used in marketing analytics. • Analytical Skills: Proficiency in data analysis, interpreting metrics, and using insights to optimise marketing strategies. • Degree in marketing / Business / Agriculture or relevant experience would be helpful, but not essential. • Understanding horticulture or agriculture desirable |