

## 2022 JOB DESCRIPTION:

### MARKETING COORDINATOR

#### About Equippd

At Equippd we design, install and support the very best technology for high-end residential homes. We're an energetic, dynamic team with a passion for quality and exciting, bespoke technology solutions. We work with homeowners, architects and interior designers to deliver some of the very best in home technology, from smart lighting to home cinema, and everything in between.

#### The Role

We are looking for an enthusiastic and talented individual to join our growing team on a permanent basis to deliver and report on our existing marketing campaigns and strategise, plan and implement future strategies. The ideal candidate will have proven experience in creating, delivering and reporting on campaigns, have an excellent understanding of social media platforms, and be confident managing our team of amazing freelancers and content creators.

**Office Address** - 145b Walton Road, East Molesey KT8 0DU

**Remote Working** - Upto 3x days per week

**Times** - Monday to Friday 9am - 5.30pm

**Job Type** - Full-time

**Salary** - Up to £30,000 per year

#### Primary Marketing Responsibilities:

- Researching, creating and scheduling posts / stories and reporting on Instagram and other social accounts
- Coordinating with our freelance content writers to schedule and review copy for socials, the Equippd Journal and our monthly newsletter
- Create user-centric landing pages for Equippd's target audience
- Working closely with the management team to review and improve social media campaigns
- Reviewing, managing and optimising LinkedIn profiles
- Research and work with content writers on ideas for our newsletter and Journal
- Organising photography / testimonials of completed projects for our website and social pages and coordinating with the Engineering team to gather 'on the ground' footage for use in Instagram stories
- Strategising with the management team to create innovative campaigns to boost interaction, grow our audience and improve community engagement. This may include research into new platforms / opportunities.
- Reviewing, managing and uploading new content to our website (projects, testimonials, journal entries)
- Working closely with the management team to review and improve our paid SEO campaigns

#### Essential Requirements:

- Excellent knowledge of social media platforms and paid advertising





- Experience in WordPress and being able to navigate the back-end of the platform
- Digitally literate with proven experience in developing, delivering and reporting on marketing campaigns
- Basic knowledge of SEO and PPC campaigns
- PR experience is ideal, but not mandatory
- Direct response marketing experience is desirable
- Enthusiastic and a great team player with the ability to work independently
- Excellent communication and interpersonal skills

#### **Some of the perks for being part of Equippd**

- Company laptop, phone and bank card for expenses
- Private medical insurance inc. annual cash-back on dental / optical
- Opportunity to develop, grow and learn new skills via company funded training
- Future growth and the potential to head up a new internal department, with the option of becoming an Equippd Partner further down the road.

In order for your application to be considered, please submit a Cover Letter answering the below questions. These questions are an opportunity to think differently, creatively and draw inspiration from the world around you.

1. Where did you hear about Equippd?
2. Please tell us about yourself? Why are you interested in this role? What do you want for your future career?
3. What's happening in the UK which really excites you right now?
4. We believe that technology and innovation should empower people to live their lives in better ways. Tell us about a product or service you use which has had a positive impact on how you live your life. And how might you improve it to have a greater impact in other people's lives too?

*We want to find people who believe in our goals and feel inspired enough to grow while they're here to fill the role. We encourage you to apply with your cover letter and CV and show us what you've got.*

