



VICTORY SERVICES CLUB

JOB DESCRIPTION MARKETING CO-ORDINATOR

Job Title:	Responsible for:	Responsible to:
Marketing Co-ordinator	N/A	Sales and Marketing Manager

Primary Role:

Working across all areas of marketing in the business including Front of House, Membership, Events and Food & Beverage.

You need to have excellent communication skills and be comfortable with liaising with members and representing the Club at exhibitions and showcase events.

Key Objectives:

Key responsibilities will include:

- Updating the new website with content and imagery using CMS
- Liaising with the design agency to deliver various projects
- Supporting on all marketing projects including print and digital campaigns
- Managing the day-to-day running of the Club's social media pages
- Producing and sending out the monthly e-newsletter
- Attending exhibitions and showcase events on an ad-hoc basis
- Assisting the PR agency with generating content and imagery
- Organising professional photoshoots
- Assisting in the launch of a new micro-site
- Producing and replenishing marketing material
- Act as a brand ambassador for the Club at all times
- Develop and/or maintain and improve business relationships with all members, single services, military associations, charities and clients of the Club.
- Direct and oversee the Club communications and marketing function to identify and develop new customers to use the facilities.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Analyse and evaluate the effectiveness of communications, marketing, methods, costs, and results.
- Plan and coordinate public affairs, and communications efforts, to include public relations and military community outreach.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of Club marketing and communications materials.
- Represent the Club at various military community and/or business meetings to promote the Club.
- Research and benchmark against our competitors'
- Develop goals and objectives, projects and priorities.
- Develop and conduct sales campaigns, as well as marketing and promotional plans.
- Manage in-house communication.
- To ensure compliance with the MIAs accredited Gold Standard.

Skills and Experience:
<p>Essential We are looking for the following attributes and skills:</p> <p>Experience/Qualifications</p> <ul style="list-style-type: none"> • Degree in Marketing/Communications/PR • Holds a CIM qualification • Previous experience in Marketing/Communications/PR role • Experience in copy writing • Knowledge of CMS • Knowledge of social media • Knowledge of email marketing programmes • Sound knowledge of Microsoft Word/PowerPoint/Publisher/Excel <p>Personal Attributes</p> <ul style="list-style-type: none"> • Excellent organisational skills • Great interpersonal skills • Ability to work in a fast-paced environment • Creative thinker and has a flair for design <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of Armed Forces • Knowledge of hospitality and events industry

Issued by (name/job title):	Signed:	Date:

Acknowledged by (name):	Signed:	Date: