



Marketing Coordinator – Full-Time FTC Up to 12 Months

About Be the Business

Led by Sir Charlie and Chief Executive Tony Danker, Be the Business (BtB) was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

Role Purpose

To provide marketing support our marketing campaigns and the wider marketing team. Our marketing activity falls into two categories

- National Be the Business marketing campaigns: national online campaign that engages the business community around the idea of productivity and improving their business.
- Tactical support for the The Programmes Team and their campaigns. BtB has a number of specific initiatives targeted to businesses in specific regions or industries for example. Small and Medium-Sized Enterprises (SMEs) and encourages them to participate In BtB's business capability programmes (such as Mentoring for Growth, Productivity through People, Improvement Networks and online tools such as benchmarking). Marketing support is provided for these initiatives.

What You Will Do

Reporting to the Senior Marketing Manager the role will support the development and execution of marketing activities that build awareness and engagement with *Be the Business* at a national level. This will specifically involve engaging with internal and external stakeholders, managing creative asset and event production to support above and below the line campaigns (including direct marketing, events, collateral production, search and social).

You may also be required to support the Marketing Manager that is dedicated to the BtB Programmes, as and when required.

What We're Looking For

Above all we want dynamism, creativity and passion. You will have a broad multi-skilled marketing and or events background within a B2B or B2C environment. Strengths in reporting, project management and event management are preferred.

Specifically:

- Understand B2B and B2B2C marketing, ideally targeting SME audience
- Experience of digital marketing (especially social and search)
- Experience of community management (online and offline)
- Experience of event management (including helping manage the logistics and marketing collateral for an event)
- Able to work closely with a network of internal and external stakeholders
- Can understand and operating within existing brand guidelines.
- Strong attention to detail and ability to deliver independent pieces of work
- Astute and pragmatic – with a 'can-do' attitude
- Organized and motivated

What We Offer You

- A rewarding job with the opportunity to have your voice heard and really make a difference.
- We're a mission driven, entrepreneurial team, and we thrive on leading and driving projects that will positively impact UK businesses and the economy.
- Competitive salary and benefits.

Sound interesting? We thought so. So, what are you waiting for?

If you're interested in joining our team at *Be the Business*, please send your details to:

careers@bethebusiness.com

We are looking forward to hearing from you!