

## MACNAUGHTON HOLDINGS LTD

**JOB TITLE – Sales / Marketing Co-ordinator**

**Location - Tower House , Ruthvenfield Road , Perth , PH1 3UN .**

**Department – Sales and Marketing .**

**Responsible to – Managing Director and Sales Director .**

**Responsible for – Sales and marketing Duties . There is no responsibility planned for supervising other staff .**

**Job Purpose -** working with The Managing Director and Sales Director manage marketing activity across the three Macnaughton Holdings Ltd brands ( House of Edgar , Isle Mill and Whitehill and Wilsons) .

### **Principal Duties .**

#### **1. Websites .**

Working with the Managing Director, Sales Director and design teams on the management of the company websites . Be the day to day contact of the company with developers and service providers . Websites must be re-launched in a more relevant and contemporary format to the target audience to enable the business to reach its performance goals .

- Isle Mill Website re-launched January 2019 . Day to day management of content , social media channels .
- House of Edgar – re-launch planned for December 2019 .
- Whitehill and Wilsons – re-launch planned for 2020 .
- Macnaughton Holdings Ltd – re-launch planned for 2020 .

#### **2. Social Media**

Responsible ( in partnership with the design and creative team ) for the day to day management of the company's social media platforms ( at the moment Instagram and Facebook ) .

- Analysis of performance and metrics .
- Photography and posting .
- Building the company's social media network with target and key followers and influencers .

#### **3. Strategy.**

Working with the Sales Director in aligning the Digital strategy with the Sales and Business Strategy .

#### **4. Marketing materials**

- Working with the design , sales and marketing teams improve brand presentation, imagery and communication .
- Working to improve product labelling and packaging on company products.
- Working on improving Trade show format and presentation ,
- Working on improving stationery and business cards .

- Working with sales and designs teams on company brochures .
- Liaise with Printed media , graphic design and other service providers to develop product and materials as above .

#### 5. Data Analysis

Working with the Sales and Managing Director undergo and undertake analytical reviews using the Datamart analysis tool .

- To undertake targeted marketing and specific research to continue to build a robust marketing strategy for the business .
- To work with the sales director and customer service manager in analysing data and trends with regards to market areas , sectors and customer groups .
- To work with the design team and sales team on analysis of product and colour information .
- To work with the sales and managing Director on analysis of stock and usage patterns .

#### 6. Reporting

To attend and take minutes for sales and marketing meetings .

#### **Other Duties**

The post holder will be required to perform duties appropriate to the post, other than those given in the job description . The particular duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties or level of responsibilities entailed .

#### **Attributes**

In addition to an excellent timekeeping and attendance record, the following attributes are required .

- Excellent communication skills both orally and written.
- Good attention to detail and accuracy.
- A full , UK Driving licence .
- The ability to work within a team .
- Photographic and presentational skills.
- An understanding , competency and aptitude in social media skills .
- A self starter who can use their own initiative and champions improvement and change .

#### **Note**

This job description is for the guidance of applicants only and does not form part of any other offer or contract of employment .