

## REGIONAL MARKETING COORDINATOR

### PRIMARY FUNCTION

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Responsible for all local (Citywide) marketing initiatives

### SECONDARY AIMS

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As part of a new and growing regional team (HQ in London) focused on driving forward the marketing side of the business, you are the front line and face of the company. Your main responsibilities will include but are not limited to:

- Develop and manage local marketing campaigns - on the ground campaigns, flyering, radio, partnerships, local press etc.
- Plan digital marketing campaigns, including blogs, email campaigns, social media, and display advertising.
- We will expect our marketing coordinator to assist with photographing and launching all new sites and announcing all new vendors.
- Liaise with local Press and PR agencies to deliver against the marketing plan
- Measure and report against the regional marketing plan
- Assist Local General Manager with marketing materials
- Plan and activate vendor events and sessions including webinars and candidate information sessions
- Build and nurture relationships with potential vendors, land partners and other stakeholders to ensure a delightful StreetDots experience
- Ensure accurate administration processes are maintained while proactively recognising opportunities for improvement and better processes
- Learn the ropes of the business and share our passion for placemaking whilst building a great local network
- Support day to day activities to ensure smooth operations and other special job/projects as assigned

### QUALIFICATIONS AND SKILLS

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Organisation skills are paramount. Creative skills are desired. At least 5 years experience in marketing required. We are keen to find someone who loves to create partnerships and make a lot of noise around a product or service.