



Marketing Co-Ordinator

Our customers both business and the general public want to hear about our amazing cost saving products. Are you the person to tell them all about us?

Polybush is a market leader in suspension products but we need your help to promote our products via all normal channels including, Social Media, Websites, Trade shows and Magazine Advertising. Are you up to the challenge? Are you looking for a varied long term career with a growing company?

The role will suit someone who gets excited about promoting excellent products and making sure customers have all the information they need. If this is you get in touch as we need your help.



The Company

Polybush is wholly owned by Bonaprene Products a family business employing 52 people at our site on Wrexham Industrial Estate. Polybush is a team of 7 people working in a new, purpose built open plan office.

As leading design and manufacturer of aftermarket suspension components Polybush work across five different market sectors. Our customers range from O.E. manufactures and national distributors to smaller independent retailers, garages and the general public.

The Role

- ✓ Design and production of all marketing material to include, copywriting, magazine adverts, company brochures, letters, emails and websites.
- ✓ Use of Adobe suite programmes (Photoshop & InDesign Desirable)
- ✓ Maintaining WooCommerce Shop
- ✓ Monitoring of Website hosting
- ✓ Writing and proofreading creative copy.
- ✓ Social media promotions.
- ✓ Management and editing of the Company's WordPress Website (SEO, Search Console and Google analytics knowledge preferable)
- ✓ Targeted e-marketing campaigns (experience with MailChimp)
- ✓ Product Photography
- ✓ Organising trade shows and events.
- ✓ Updating databases and using a customer relationship management (CRM) system.
- ✓ High competency with all Microsoft Office software (Word, Excel, Outlook)
- ✓ Understanding the product and different customer profiles and write thorough specs for each.
- ✓ Monitoring ongoing spend against the budget, keeping accurate records and highlighting where variances occur.
- ✓ Networking and attending meetings with both suppliers and customers to build strong working relationships both face to face and over the telephone.
- ✓ Purchasing of promotional items

What you have to offer

- Degree in Marketing would be an advantage as would CIM qualification.
- Previous experience in a similar role
- Strong project management/organisational skills.
- Personable, presentable and articulate.
- Strong copywriting skills and the ability to communicate at all levels.
- Computer proficient, with experience of using and updating websites, CRM systems and social media sites.
- Excellent command of written English with copy accuracy.
- Ability to work effectively under pressure and to tight deadlines.
- Proactive and self-motivated with a natural instinct to communicate and attention to detail is important to you.

If your answer to the above is of course I do, get in touch we have the ideal role for you.

What's in it for you?

Competitive Salary (Dependant on experience)

The post holder will also be eligible for the annual Company bonus scheme (after qualifying period) and company pension scheme.

Holidays

20 days holiday per annum (increasing to 23 days with service) plus statutory Holidays.

3 to 5 days of your entitlement must be saved for the Christmas shutdown.

4 or 5 days for one of the spring or summer shutdowns.

Holidays from your entitlement must be kept back for these dates.

Pay

Salaries are paid monthly in the last week of the month.

Payment is direct into the employee's account.

SSP is paid during sickness.

Hours of Work

Monday – Thursday 8.30 am – 5pm

Friday – 8.30 am – 4.30pm

30-minute lunch break

8 weekend days per annum to be spent at Trade shows.