



SOMERS FORGE LTD

Forging A Stronger Future

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Marketing Coordinator

Role:

- Assist in the creation, development, and implementation of marketing plans
- Manage social media platforms creating engaging content and ensure consistency throughout
- Design and create assets including marketing materials, campaigns, blogs and site graphics
- Create targeted content for email campaigns and update databases
- Provide updates, analysis on marketing channels and qualify leads from marketing campaigns as sales opportunities
- Conduct market research to identify trends, customer needs, prospects and competitors activities.
- Contact leads and lapsed account when required
- Assist with events activities
- Work closely with agencies and sales

Experience:

- Degree in Marketing/Business or similar
- Experience on Adobe Cloud applications such as Photoshop, InDesign, Illustrator, Premier Pro is essential
- Experience with running social media accounts and knowledge of trends
- Can do attitude
- Excellent communication and creative vision