



RADAR

## Marketing Administrator Job Specification

Operating exclusively in the building technologies arena the Marketing Administrator will help with the day-to-day activities and administration of the existing Marketing and PR department and provide an invaluable support to the team for both Radar owned platforms and external client accounts. The role will be office-based reporting into the Senior Marketing Manager and Marketing Director.

### The Company:

Radar Communications is a full-service Marketing and Events Agency focusing on specialist conference and exhibition events, industry awards and marketing campaigns for companies operating within the built environment sector (construction and building technologies). Working exclusively in this sector, our technical understanding and expertise translates into a dynamic set of services from brand communication and social media campaigns to website development and event/awards management.

### Duties and Responsibilities including but not limited to:

- Supporting the company's marketing function
- Assisting in the execution of marketing campaigns through email promotion, social media scheduling, coordination of direct mail etc.
- Proof-reading copy and obtaining sign off on marketing material
- General administration such as processing of booking forms, liaising with advertisers to chase in content for magazines, updating client monthly status reports, amending website content
- Assisting with maintenance of CRM system – data cleansing and data acquisition, magazine circulation management
- Organisation of image libraries, press clippings and magazine archives
- Set up and coordinate meetings, including conference calls, taking minutes
- Assist with set up and organisation of events, including attendance at events when required
- Answering phone calls, transferring as necessary and taking and sending messages as required for the Marketing & PR team

### Essential for the Role:

- A willingness to learn and a proactive approach
- A highly organised individual with an ability to prioritise workloads and multi-task
- A key interest in marketing
- Strong communication skills – both written and verbal
- A good knowledge of CMS, website and eshot systems
- A good knowledge of Word, Excel, PowerPoint
- A comprehensive understanding of social media platforms

### To Apply:

**To apply for this vacancy, please complete the form and send us your CV via the Radar website!**

DATE: 17/05/2021