

Marketing Co-ordinator

Job Description



The purpose of your role in Our Co-op

As the Marketing Co-ordinator, you will support the delivery of integrated marketing campaigns that drive engagement, customer satisfaction, and brand awareness. Collaborating with internal teams and external agencies, you'll ensure marketing activities are well-planned, executed effectively, and aligned with our commercial goals.

You'll play a crucial role in campaign planning, creative execution, and administration, helping the team deliver consistently high-quality marketing outputs that support our strategic objectives.

You'll become part of a skilled, engaged, and diverse team, supporting our co-op in our collective vision to be the best at what we do in the East of England.

The Team you are joining

The Customer, Member & Marketing Team plays a crucial role in driving engagement, loyalty, and commercial success across our organisation. As experts in consumer and B2B marketing, we develop innovative strategies that support our family of businesses. Our work ensures that our brand remains strong, our messaging resonates with our audiences, and our campaigns drive real impact. By combining data-driven insights with creative execution, we help shape the future of our Co-op, strengthening connections with customers and members alike.

Things you need to know

This is a hybrid-working position which will require you to adhere to our hybrid working policy and procedures.

Please note that our working patterns are non-contractual. The advertised working pattern represents the normal working pattern for the role at time of advertisement and is subject to change.

The skills we are looking for

- Communication
- Teamwork
- Adaptability
- Technical proficiency
- Customer focused

Your reporting lines

Location

Wherstead Park,
Ipswich, Suffolk, IP9 2BJ

Department

Central Office,
Customer, Member &
Marketing

Reports to

Marketing Lead



EMPLOYER RECOGNITION SCHEME

BRONZE AWARD

Proudly supporting those who serve.



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What you will be working on at Our Co-op

1. Campaign Support

- Support the team in managing day-to-day campaign activities across digital, print, events, and other channels.
- Coordinate with internal stakeholders and external agencies to ensure seamless campaign execution.
- Work to detailed project plans and timelines, ensuring delivery on time and within budget.
- Ensure all marketing output aligns with brand guidelines and commercial objectives.
- Conduct research and gather information to support campaign planning.

2. Marketing Material Creation

- Create, proofread, and edit marketing content across multiple formats.
- Collaborate with internal and external creative teams to produce high-quality, effective materials.
- Manage asset production and ensure timely delivery of content.

3. Creative Solutions

- Contribute to idea generation and problem-solving during campaign planning.
- Offer creative input to help reach target audiences and overcome challenges.

4. Implementation

- Follow agreed marketing processes and ensure campaign efficiency.
- Maintain accurate records of plans, budgets, and outcomes.
- Collaborate cross-functionally to ensure communication and alignment.

5. Administration

- Produce weekly and monthly marketing reports, translating data into meaningful insights.
- Manage team financial administration including raising purchase orders and tracking spend.
- Write clear campaign briefs and attend stakeholder meetings to capture actions and learnings.
- Provide marketing support to stakeholders across the business and support smooth delivery of events.

This job description sets out the major tasks associated with the stated purpose of this post. Minor tasks normally considered an integral function of this post will be undertaken and not excluded simply because they are not itemised.

Our Values

At Our Co-op, we live by a set of five values. What's important to remember is that your behaviours reflect our values in whatever task you're performing.



To find out more about our values, visit www.eastofengland.coop/careers/our-values