

Job Description

Position:	Internship leading to a full time position
Job Title:	Marketing and Circulation Co-ordinator
Hours of Work:	09:00 – 17:00
Days of Work:	Monday – Friday
Based at:	Gorely New Media Ltd t/a European Medical Journal 31-34 Railway Street Chelmsford Essex CM1 1QS
Reports to:	Head of Product Development

Job Purpose:

To develop marketing campaigns. The role includes planning, advertising, public relations, organising events, product development, distribution, sponsorship and research.

Requirements:

- Creative flair.
- Professional approach to time, costs and deadlines.
- Attention to Detail.
- A strong understanding of customer and market dynamics and requirements.
- Ability to interact and co-operate well with all company employees.
- Strong customer focus.
- A professional approach.

Duties:

- Gathering information and data through research.
- Thinking creatively to produce new ideas and concepts.
- Conducting market research in order to identify market requirements.
- Liaising and networking with customers, colleagues, suppliers and partner organisations.
- Communicating with target audiences and managing customer relationships.
- Sourcing advertising opportunities and placing adverts; local, regional, national, specialist and on the radio
- Managing the production of marketing materials including; leaflets, posters, flyers, newsletters, e-newsletters and video footage.
- Arranging for the effective distribution of marketing materials.
- Maintaining and updating company database.
- Organising and attending events such as conferences, seminars, receptions and exhibitions.
- Contributing to development of marketing plans and strategies.
- Evaluating marketing campaigns.
- Monitoring competitor activity.
- Supporting the Marketing Manager and other colleagues.