

IMMEDIATE POSITION AVAILABLE

POSITION: MARKETING COORDINATOR (INSURANCE)

LOCATION: HARDINGSTONE, NORTHAMPTON

HOURS: 37.5 HOURS PER WEEK

COMPANY:

Award-winning Assist Insurance Services is a family-run business and one of the UK's leading providers of insurance for Park Homes, Static Caravans, Holiday Homes, and Boats. Based in modern offices in Northampton, we serve over 55,000 policyholders nationwide, making us one of the largest insurers in our field. Our suite of awards highlights the prominent position we hold in this marketplace.

OVERALL PURPOSE OF THIS ROLE

We are seeking an experienced Marketeer to take a hands-on approach in managing our marketing efforts and budget. This role involves the oversight and delivery of daily marketing activities, coordinating with external consultants, and implementing the company's long-term marketing strategy. Responsibilities include managing diverse marketing channels such as direct mail, email campaigns, websites, SEO, events, social media, copywriting, and collaborating with external marketing resources. (Currently we utilise external consultancies for SEO, Pay Per Click and Graphic Design, so dependent of your experience, this can be brought in-house, or you continue to work in collaboration with these consultants).

Key Responsibilities:

- Support the delivery of the marketing strategy aligned with company objectives.
- Align marketing campaigns with sales efforts for maximum impact.
- Oversee the creation and publication of marketing materials with the external team, ensuring consistency with marketing plans.
- Plan, execute and optimize promotional and lead generation campaigns to deliver return on investment
- Facilitate internal communication to align teams with business goals, ensuring all relevant functions are informed of objectives and activity
- Provide performance insights and reporting to the Senior Team.
- Manage marketing campaigns in selected publications and explore new market opportunities.
- Maintain and update company websites.
- Manage and respond to social media campaigns and inquiries.
- Ensure marketing activities comply with company regulations.
- Organise and attend trade and public shows when required.
- Coordinate with external resources and consultants.

Requirements of the role:

We are open to candidates with relevant marketing experience from different industries, as attitude, drive, creativity, and technical ability are key. However, experience in insurance or finance will be a distinct advantage. To be considered for the role, you will:

- Have at least 2 years of experience, preferably in direct marketing (ideally within the financial services sector, though not essential).
- Hold a degree in marketing or have significant practical experience in a marketing role.

- Possess excellent written and verbal communication skills, along with strong analytical and project management abilities.
- Demonstrate commercial awareness.
- Exhibit professionalism, a strong work ethic, confidence, and a dynamic personality.

What we are looking for:

- Strong written and verbal communication skills.
- A flexible, proactive approach with the ability to work within a small, friendly team.
- Eagerness to contribute to the business, work independently, and take initiative.
- Good numeracy, literacy, and keyboard skills.
- Maintain the highest standards of integrity, honesty, and work quality.
- A 'can-do' attitude and the ability to hit the ground running.

What we offer:

- **Base Salary:** A competitive salary based on your experience.
- **Holiday Entitlement:** 25 days paid holiday, increasing by 1 day per year up to 30 days, plus your birthday off (not deducted from holiday entitlement).
- **Family Business:** Work in a dynamic, family-owned business, not a corporate environment, collaborating with the Directors daily, within a company that employs over 50 people.

Find out more about us and what we do by visiting our websites:

www.parkhomeassist.co.uk

www.myholidayhomeinsurance.co.uk

www.platinumseal.co.uk

www.assistinsurance.co.uk

www.parkhomesearch.co.uk

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