

Title: Marketing Co-ordinator

Location: Carlisle or Kendal

Posted: December 2019

Salary: £19k to £23K

Position: Full time (flexible or reduced hours would be considered)

Lamont Pridmore are a family run, national award-winning practice, led by the same senior management team and partners for the last 25 years.

We are one of the leading, independent chartered accountancy practices across Cumbria and Lancashire providing a wide range of business support services to organisations and individuals throughout the North of England and Southern Scotland.

The role of Marketing Co-ordinator reports into our Business Development Manager where you will work closely with our Chief Executive and wider Lamont Pridmore team. Our aim is to attract £500,000 of new clients or additional fees to the firm each year. Our small marketing team works to support the activities of our Chief Executive and Managing Directors in achieving this target.

Your duties will include

- Supporting the Chief Executive, Managing Directors and Business Development Manager in implementing the marketing strategy for the firm overall, as well as individual offices.
- Attending our quarterly marketing team meetings and annual Group Board marketing meeting, to report on, update and help plan our marketing strategy and activities.
- Developing and updating a marketing target client database and co-ordinating marketing mailings in line with GDPR.
- Co-ordinating and attending our annual Golf Day and other client facing events.
- Attending exhibitions and events to promote the firm.
- Coordinating sponsorship activities including local award events and school presentation ceremonies.
- Producing short reports to assess the value of events and sponsorship activities against cost and return on investment.
- Distributing our media releases and recording media activity.
- Reviewing newspapers and trade magazines and managing our internal clippings research activity.
- Co-ordinating and recording awards won and entered.
- Implementing area specific marketing campaigns in the individual offices.
- Assisting the team to develop the promotional materials and messages to promote the products and services of the firm.
- Liaising with external suppliers to co-ordinate the production of marketing materials and messages (both on and offline).



- Updating our stock of flyers, brochures and other marketing materials and managing our online resources database including communicating updates to the team.
- Work with the team to deliver text alert messages and reminders to clients.
- Organising agendas, marketing materials and conducting background research for meetings with prospective or new clients and staff training events.
- Work with the Chief Executive to co-ordinate the annual Regional Office Data Analysis.
- Support the delivery of our client surveys.
- Assisting the business support teams with marketing related mailings when required and reception cover as business levels demand.

Personal Attributes

- Self-motivated and able to work on own initiative
- Great communication skills, verbal and written
- Proof reading skills and attention to detail
- Regular travel between offices is required
- IT skills – Word, Excel – and ability to learn other database systems and software (training will be given).
- A friendly and helpful approach with both clients and colleagues is a must
- Strong organisational skills
- Adaptable, flexible attitude

Qualifications and Experience

- Marketing role background but not essential.
- A good administrator / organiser / business support background is essential
- Background in professional services or accountancy is desirable