



## **Sales, Marketing & Partnership (SMP) Assistant Coordinator X 2** **Edinburgh - Circa £17,000 to £19,500 per year**

We've got some big Marketing and Partnership plans and we're looking for two talented & enthusiastic SMP Assistants to join our team. Reporting to the SMP Directors, we'd like to find people who aspire to be world class and are willing to learn, whilst being part of a brilliant team.

### **What you'll be doing:**

- Coordinating online and offline marketing campaigns
- Tracking, developing & implementing marketing plans
- Managing online marketing strategies including the use of adwords, video ads, Facebook ads and other online sources
- Producing and coordinating content activity across social channels
- Generating content through research, interview & creative writing
- Producing news items, features and blogs
- Evaluating & optimising digital content
- Working closely with partners, including some of the UK's leading charities, to build relationships, increase brand awareness & increase entries
- Updating websites, including the use of e-commerce
- Executing & developing our e-marketing approach including targeted e-newsletters
- Briefing & managing design jobs
- Answering customer queries

### **What you'll be working on:**

We are the organisers of some of the UK's best mass sports participation events: Edinburgh Marathon Festival, Bournemouth Marathon Festival, Scottish Half Marathon + 10K, Kilomathon, Big Fun Run, Dog Jog, Men's 10K and Supernova Run.

### **So, do you?:**

- Understand & are able to demonstrate the importance of marketing
- Understand & are able to demonstrate the importance of Partnerships
- Knowledge of email management and automation e.g MailChimp
- Knowledge of content management software e.g Wordpress
- Have an in-depth understanding of a variety of social media networks
- Understand the importance of attention to detail, working to deadlines whilst also coming up with new ideas
- Have a clear understanding of team working and confident communication

If so, what are you waiting for? This is a fantastic opportunity for someone with the right attitude and passion to take it, grab it and join what is the best team in the world: fact. We want people with the potential too be exceptional.

You will be based at our spectacular offices within the Edinburgh International Climbing Centre at Ratho.

Applying is easy: send your CV and a covering email to [hr@gsi-events.com](mailto:hr@gsi-events.com) which specifically details why you are ideal for the role.

Closing date for applications is 8pm on Monday 15th July with interviews the following week.

PS spot the typo to go to the top of the list...