



COCKWELLS

Marketing Co-Ordinator

At Cockwells Modern & Classic Boatbuilding Ltd we are celebrating our 25th anniversary of building beautiful boats and super-yacht tenders for our exclusive clientele. Following major investments and redevelopments we are looking forward to exciting times ahead - creating new opportunities and investing in the future of the Company and our workforce.

We have an exciting position available for an ambitious junior marketer to join our growing team in Falmouth, crowned as the best place to live in the Southwest by the Sunday Times - the perfect destination for sailors, surfers and beach lovers.

We would love to hear from you if you are positive, self-motivated, super-organised, a great communicator and keen to demonstrate your marketing capacity, creativity, and flair.

In return we will give you an opportunity to gain experience in a wide variety of marketing activities including organising events, maintaining our website and social media platforms, programming our advertising and PR schedules as well as organising and representing Cockwells at exhibitions with the possibility of international travel.

Skills and experience required:

- A minimum of 1 - 2 years' experience in a marketing role
- A keen team player who is happy to muck in to make things happen and also enjoys working independently.
- Excellent knowledge of websites and social media platforms and how to utilise them.
- Strong written communication and grammar skills with the ability to write engaging and inspiring content for the web and social media
- Generally very computer literate with an eagerness to learn new software when required
- Able to use Adobe suite (or similar video editing; photo editing), Microsoft Office suite, Mailchimp
- Some experience in photography and film would be a major asset.

- A knowledge or passion for boats would also be a great advantage but we are happy to train the right person
- Other languages would also be an advantage

Overview of the role:

Working alongside the MD and Sales Director to produce marketing strategy and budgets; independently organising the logistics of marine exhibitions, photoshoots, promotional videos and PR events; overseeing the production of all marketing material, staff uniforms and related stock; managing website and social media platforms and producing content; basic video editing for content; HTML marketing campaigns; liaising with PR agency; maintaining customer database; usual office administration required to support sales and marketing activities.

PAY – a competitive salary is offered depending on experience

INTERVIEWS will take place as and when suitable applications are received.

HOW TO APPLY

To apply, please submit a covering letter with your c.v. to info@cockwells.co.uk