

Digital Communications & Content Coordinator – West Midlands

Contract:	Permanent
Full Time / Part Time:	Full Time
Hours:	35 Hours Monday – Friday 9:00am – 17:00pm
Department:	Marketing
Location:	LCP House, Pensnett Trading Estate, Kingswinford, DY6 7NA

Purpose:

The Digital Communications and Content Coordinator will play a pivotal role in managing and optimising digital content across various online platforms. This role supports the Director of Marketing & Communications and Marketing Manager in raising the company and brand profile/s, developing engaging content, and delivering effective digital communications aligned with the Group's marketing strategies.

Key Responsibilities:

- Digital Content & Website Management
- Take ownership and management of all digital platforms, being up to date, relevant content for the target audience and actively drive campaigns to grow brand awareness across multiple assets and brands under management.
- Manage and update content across multiple websites, ensuring a fresh, engaging, and user-friendly experience.
- Optimise web pages for performance and SEO to increase reach and engagement.
- Content Creation & Storytelling
- Develop visually appealing graphics and videos using tools like Adobe Express and Canva.
- Collaborate with the Marketing Manager and Graphics Team to capture impactful real-life stories and case studies.
- Create diverse digital content including landing pages, social media posts, adverts, and infographics tailored to audience needs and campaign goals.

- Write compelling content aligned with tone of voice and branding to deliver on campaign and project KPIs and deliverables.
- Social Media & Community Engagement
- Create, schedule, and publish social media content, supporting the campaign strategies set out by the Marketing Manager.
- Engage with the online communities, responding authentically and in alignment with the brand voice.
- Email Marketing & Performance Tracking
- Assist in developing compelling email campaigns that drive engagement and action.
- Use analytics tools like Google Analytics, MyTraffic to monitor and analyse website and asset performance, refining content strategies and producing reports and analysis.
- Reporting & Budgets
- Supporting in the sourcing of event suppliers and assets for campaign execution. Tracking of asset budget spend and reporting.
- Collaboration & Innovation
- Work closely with internal teams and external agencies to develop and execute creative assets and communications.
- Bring innovative ideas to enhance digital communications and improve user experiences.

Person Specification:

- Strong communication skills—both verbal and written.
- Excellent organisational and time management skills with the ability to analyse data and present insights effectively.
- Experience in content creation, copywriting, and proofreading and pitch delivery.
- Competent in using CMS for website management and digital content creation.
- Familiarity with CRM systems for pipeline management and reporting.
- Experience in email marketing and creating engaging content.
- Design skills and experience with Photoshop, Illustrator, and InDesign are desirable.
- Knowledge of analytics tools like Google Analytics and Monday.com.
- Proficiency in Canva, Adobe Suite, Mailchimp, and website management.
- Strong Microsoft Office skills and experience in organising virtual meetings.

Qualifications & Training:

- Minimum of 3 years' experience in a digital communications, content, or marketing role.
- Diploma or higher qualification in Marketing, Business, Digital Media, or Design.
- Full UK Driving License with access to a vehicle.
- Experience working in a fast-paced environment with multiple stakeholders.