

JOB DESCRIPTION			
SPECIFIC JOB TITLE	Marketing Co-ordinator		
GENERIC ROLE TITLE	Business Specialist/Advisor		
LEVEL/GRADE			
JOB FAMILY	Business Support		
CONTRACT TYPE	Permanent, full-time		
HOURS	37 hours per week		
REPORTS TO	Marketing Manager		
DEPARTMENT	Rothamsted Enterprises		
LOCATION	Rothamsted Campus, Harpenden, Hertfordshire, AL5 2JQ		
DATE	June 2025		
OVERVIEW OF ROLE/JOB PURPOSE			
<p>The Marketing Co-ordinator role is responsible for implementing the marketing strategy for the Rothamsted Enterprises Portfolio, namely the Rothamsted Innovation Campus including Rothamsted business tenants and Rothamsted Scientific Services, as well as Rothamsted Conference Centre, Rothamsted Manor.</p> <p>The role is pivotal to the organisation and a central point of the Rothamsted Enterprises team, helping to drive innovation, working collaboratively with the sales and operations teams to promote each business area, keeping with the marketing budget, provide effective communication internally and externally, and providing in depth monthly reporting.</p> <p>The Marketing Co-ordinator role will suit a marketing generalist and the role involves all aspects of the marketing mix. The ideal candidate will have knowledge of the innovation sector, ideally worked in a campus environment, have a good local knowledge, excellent and very strong social media skills, be well organised, be able to think creatively and logically, possess solid communication skills and work to tight deadlines in a fast-paced and varied environment.</p> <p>The role holder is expected to carry out the duties listed below, and any other duties reasonably required by the line manager, commensurate with the level of responsibility for this post.</p>			
MAIN DUTIES OF ROLE			
Generic Outputs	Weighting	Description of Outputs	Description of Job Specific Duties
BUSINESS SERVICE DELIVERY	65%	Responsibility for managing a specialist administrative support function or working on associated specialist tasks and administrative projects	<ul style="list-style-type: none">To implement and co-ordinate the marketing strategy.To meet and exceed the business KPIs.To drive innovation for Rothamsted Enterprises by promoting Rothamsted innovation events, keeping abreast of the innovation sector, liaising with our business tenant community and producing case studies.To promote and support our business tenant community on campus.To plan, create content, schedule send, review, interact and engage on all social media platforms.To plan, create, send, and review multiple newsletters for internal and external communication to relevant parties.

			<ul style="list-style-type: none"> • To manage the Google and social media advertising (including, but not limited to, LinkedIn, Facebook, Instagram, X and TikTok). • To raise the profile of the Rothamsted Enterprises portfolio in creative and imaginative ways. • To design, create and share printed materials and adverts. • To ensure collateral is up to date and relevant. • To ensure our marketing messages are authentic and the communications are aligned to our values and culture. • Lead all marketing efforts encompassing design, branding, direct mail, online, advertising, social media, and events preparation. • To consistently update, advise and amend the website. • Instigate market research activities when required. • To monitor competition and advise accordingly. • To represent Rothamsted as a brand ambassador at internal and external events, setting up stands and engaging with the audience. • Monitor events available to assess importance of team participation and for future benefit as market research for internal events. • To take photos where necessary to promote the campus and events. • To promote our strategic partners and promote events accordingly. • To write blogs for use on the website and social media. • To produce surveys to monitor campus and external engagement. • Use the KX system for marketing purposes.
WORKING WITH OTHERS	20%	Provision of specialist advice or administrative assistance to employees and key stakeholders	<ul style="list-style-type: none"> • To work closely with design companies and marketing contacts to create online and offline collateral in line with the brand guidelines. • To work closely and attend meetings with all teams (sales, operations, CEO, Rothamsted Research colleagues including Comms Team as required). • To liaise with strategic partners including the BBSRC, Herts Futures, Herts IQ, Agri-TechE E, Herts Chamber, UKSPA, St Albans Council. • To engage and liaise closely with our business tenant community on campus.
FINANCE AND RESOURCE MANAGEMENT	10%	Managing budgets and monitoring accounts	<ul style="list-style-type: none"> • To manage and monitor the marketing budget ensuring accuracy at all times and budget is adhered to. • Ensure supplier invoices are processed in a timely manner. • Generate and monitor POs for relevant invoices. • Onboard new suppliers when required. • To ensure marketing supports sales and generates leads. • Monitor and report on KPIs and all social media.
CONTINUING PROFESSIONAL	5%	Identification of individual development	<ul style="list-style-type: none"> • Seek feedback from others in assessing one's own learning and development needs, especially in learning from mistakes or when expectations have been exceeded.



Rothamsted Enterprises

DEVELOPMENT		needs and acquisition of professional and practical skills	<ul style="list-style-type: none">• Seek opportunities for self-development in normal day-to-day work as well as through agreed development objectives• Manage own performance and career, seeking support when required.• Keep up to date with the latest technology trends.
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PERSON SPECIFICATION AND SHORTLISTING CRITERIA*				
SPECIFIC JOB TITLE		Marketing Co-ordinator		
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EDUCATION/QUALIFICATIONS		Essential	Desirable	How Tested?**
1.	Basic standard of numeracy and literacy at an appropriate level (Usually evidenced by two GCSEs or equivalent including maths and English)	Y		AF/IV
EXPERIENCE/KNOWLEDGE/SKILLS		Essential	Desirable	How Tested?**
1.	Previous marketing role experience.	Y		AF/IV
2.	Familiarity with standard office software packages/IT systems relevant to role. i.e. Microsoft Office (inc Teams), Google docs	Y		AF/IV
3.	Previous experience of KX or another CRM system.		Y	AF/IV
4.	Knowledge of local area and of the innovation sector and campus environment.	Y		AF/IV
5.	Experience of using social media and email marketing platforms.	Y		AF/IV
6.	Outstanding attention to detail and organisational skills.	Y		AF/IV
7.	A self-starter with initiative and common-sense.	Y		AF/IV
8.	Excellent verbal and written communication skills.	Y		AF/IV
9.	Ability to work to deadlines and completes tasks fully.	Y		AF/IV
10.	Must have a 'can-do' attitude and be able to work as part of a team	Y		AF/IV
11.	Have a calm and professional phone manner and be confident in taking and making calls.	Y		AF/IV
BEHAVIOURS/COMPETENCIES				How Tested?**
1.	Drive for Quality: Is motivated and committed to doing their job to the best of their ability			IV
2.	Strategic Thinking: Aligns actions with wider goals and models			IV
3.	Creativity and Innovation: Accepts and adapts to change; makes connections and encourages a creative environment			IV
4.	Developing Self and Others: Identifies learning and development needs			IV

5.	Professional Conduct: Demonstrates honesty and respect	IV		
6.	Productive Relationships: Cooperates with and supports colleagues	IV		
7.	Effective Communication: Listens and communicates clearly to others, proactive and reactive communications with senior management	IV		
8.	Prioritisation: Ability to prioritise workload under pressure	IV		
GENUINE OCCUPATIONAL REQUIREMENTS		Essential	Desirable	How Tested?**
1.	A full, valid and clean driving licence (may be required for some but not all jobs)		Y	AF/IV
2.	Ability to work 5 days over 7 which occasionally includes weekends, bank holidays and evenings.	Y		AF/IV

* Minimum requirements of the post and how they will be assessed

** Evidence of criteria will be established from: **AF** (application), **IV** (interview), **Test** (skills test/prepared question/presentation), **Cert** (certificated checked by interview panel)