



Services Support and Marketing Coordinator

JOB DESCRIPTION

Kingshay specialises in providing independent advice and technical services to farmers and the wider industry, throughout the UK. Further details of Kingshay services can be found at www.kingshay.com.

The Services Support and Marketing Coordinator role will be a key member of the team, working with other individuals within a busy office, providing support to our Dairy Insight and Dairy Manager services. This will particularly involve developing and coordinating marketing materials, social media engagement and other activities to promote further sales.

Working within a small, but enthusiastic and high-profile team, this exciting position will provide ample opportunity for a self-motivated individual to develop existing and new skills in all aspects of the job.

Preferred applicants will have:

- Excellent computer skills, with the ability to quickly develop new skills.
- Artistic flair, bringing new ideas to promote our services.
- Experience with Photoshop and InDesign would be preferred but not essential. Training can be provided.
- Confidence in engaging with social media, with a clear understanding of the benefits, sensitivities and pitfalls.
- Excellent organisational skills, together with competent verbal and written communication skills.
- Competent literacy and numeracy skills that are supported by English and Maths qualifications at GCSE or equivalent level. Higher level qualifications in an agricultural related subject would be preferred.
- A can-do attitude
- A good team player but with the initiative and drive to work on their own.
- Commitment to improving personal skills and understanding our business.



Outline of Main Responsibilities:

The exact detail of the role will be adapted to the skills of the successful individual, with training provided as appropriate. Key responsibilities include:

1. Marketing & PR

We produce a range of technical reports and professionally printed material for our members, as well as designing and producing promotional material in house.

- Designing:
 - Product/analysis fliers
 - Company Newsletter – produced quarterly using Adobe Creative Suite
 - Technical report covers
 - Commercial adverts
 - Display materials
 - Year planner – distributed in the December issue of British Dairying
- Liaise with members of the team to ensure that designs are suitable and relevant to the company's professional identity.
- Producing print ready documents from Adobe Creative Suite and Microsoft Office applications suitable to forward to professional printers.
- Produce and send regular bulk emails to our members as added membership value and to interested parties for marketing purposes.
- Update and monitor content on Social Media e.g. Twitter and Facebook.
- Marketing coordination & planning to agreed deadlines

2. Website Content

The Kingshay website is a major feature in our professional identity and membership interaction. We provide a shop selling our reports (available to members FOC) as well as tools and services.

- Maintain the current Word Press website, ensuring product descriptions are correct and prices are up to date and update content as required.
- Publish our Dairy Insight Notes, Technical Reports, Newsletters and other documents on the website.
- Analyse user trends using Google Analytics and our own data collection and circulate the results to all members of staff.
- Continuously review the website content and usability to ensure best possible user interaction.
- Ensure suitable, trained cover within team for periods of holiday/absence
- Plan and lead website updates and development projects.

3. Dairy Manager Support

Kingshay Dairy Manager is the leading independent dairy herd costings in the UK and is a major part of Kingshay's activities. It has a reputation for high quality in-depth reports & analysis, with new reports being developed. The principle responsibilities include:

- Maintain a good working knowledge of our Dairy Manager service
- Provide cover to the Dairy Manager team when required.
- Support the maintenance and development of reports, creating new service options.

4. Dairy Insight Service Support

Our Dairy Insight Service enables milk producers to use their own farm data to monitor herd performance and benchmark against others, to identify opportunities for change. The role will include:

- Supporting the production of Dairy Insight publications, largely formatting documents and proof reading.



5. Development Work

Kingshay have a series of developed applications and others in development. This will include working with both our in-house and contracted developers in the development of programs and services. Responsibilities are likely to include:

- Involvement in the planning and project management of development work
- Assist with website testing and developing new reports.

6. Administration and General Duties

With a small team all members are expected to share in administration, telephone answering, computer support and assist on various tasks to allow the operation of a successful office.

Job Details:

Place of work

The job holder will be based at Kingshay's head office at Bridge Farm, near Glastonbury and will be expected to live within a commutable distance of the office.

Hours of Work

The formal timing is based on a 39½ hour week working between 8.30 am and 5.30 pm (5.00 pm on Fridays).

Training

We encourage and support the development of new skills and abilities. A training programme will be tailored to the individual's needs to fulfil the role.

Salary

A competitive salary is offered appropriate to the calibre and experience of the person we seek.

A company auto-enrolment pension scheme is available, and the company offers both a childcare voucher scheme and cycle scheme.

Medical - Appointment is subject to a pre-employment health check.

You will also be entitled to discounted animal healthcare, plus on-line/in-store Rewards Gateway membership.

