



Island Employment Partners Ltd.

- Human Resources
- Secondments
- Recruitment
- Immigration
- Payroll
- Advisory

For more information,
or to confidentially
apply, please contact:

Jenna Viera-West
Tel: 296-0497
Email: Jenna@iep.bm

Closing date:
29th April 2022

SE Pearman Building
9 Par La Ville Road
HM11 - Bermuda

www.iep.bm

Marketing Coordinator

Our client is a leader in their industry based in Bermuda's local business sector. They have an exciting opportunity for a diverse and energetic individual to join their company as **Marketing Coordinator**.

The Marketing Coordinator will fully manage all aspects of the Marketing Department to successfully promote the Company, Brand Identity, ensure brand compliance is adhered to and implement new marketing and advertising initiatives to drive growth.

Key Responsibilities Will Include:

- Presenting the Company's Marketing Opportunities, New Initiatives, Brand Performance, and Success.
- Managing Public Relations, the company Website, Social Media Channels, Advertising, and Design.
- Providing Marketing Support to all Departments in the Company.
- Managing and updating all marketing collateral including, signage, business cards, letterheads, envelopes, brochures, whitepapers and thought leadership PDFs, fillable forms, agreements, and all other company collateral both internal and external.
- Assisting with training agents in new marketing strategies, applications, and software.
- Developing Public Relations Opportunities and Editorials.
- Liaising with all Local and International Media Outlets.
- Processing all marketing invoices, managing the marketing budget, and providing monthly updates to management.
- Attending Weekly Marketing meetings with Executive Management to address marketing issues, new initiatives, advertising requests.
- Managing website updates, reporting analytics to management, and suggesting improvements to drive traffic.
- Attending global brand video conferences and reporting updates/findings, recommending implementation of new opportunities for the local market.

Candidate Requirements:

- A minimum of five (5) years' experience in an all-encompassing Marketing role.
- Skills must include Marketing, PR, Graphic Design, Budget Management, Forecasting, Social Media Management, Database, Photography/Videography edit (training on Matterport), Presentation and Campaign work, Luxury/Brand Management and Compliance.
- Excellent Written and Verbal Communications
- Software Experience:
 - Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Premiere Pro (Required)
 - Google Analytics & Reporting (Required)
 - Microsoft Office Suite (Required)
 - Matterport Virtual Tour Technology & Software
 - Email Campaign and CRM software
 - Social Media Marketing and Reporting
 - Understanding of SEO and PPC
 - Website & Database management capabilities