



Marketing & Events Coordinator

- Are you looking for a new challenge in marketing?
- Are you a strong communicator with good knowledge of social media platforms?
- Are you good at thinking outside the box and have creative ideas?

If you answered **yes** to these questions, keep reading!

About Wellers

Wellers is a forward thinking, innovative professional accountancy firm who pride themselves on breaking stereotypes when it comes to accountants. Their enthusiastic, fun and social environment encourages high levels of productivity from their staff as well as supporting employees through every step of their career path.

This modern culture is reflected in the high levels of service they deliver and the long standing relationships they build and maintain with their clients. Wellers are looking for altruistic, hard working and enthusiastic individuals to join their growing teams within London and Oxfordshire.

Requirements

- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven and able to look at the bigger picture.
- Illustrate good organisational skills with the ability to work independently and manage projects with several contributors and deadlines.
- Help grow new leads, including marketing-qualified leads, by converting website traffic through lead generation blog content, calls-to-action and landing pages.
- Assist in all channel marketing communications (email, newsletters and webinars).
- Build and help manage the company's social media profiles and presence, including LinkedIn, Facebook, Twitter, Google+, Pinterest, and potentially additional channels.
- Create shareable content appropriate for specific networks to grow our brand and marketing reach as well as driving relevant traffic and leads.
- Listen and engage in relevant social discussion about our clients, our firm and/or industry.
- Run regular social promotions and campaigns and track their success, ranging from Twitter chats, to Google+ Hangouts, to LinkedIn conversations.
- Explore new ways to engage and new social networks to reach our target market.
- Organising and running both large and small events for the firm by implementing the following tasks:
 - Planning schedules for the year and budgeting.
 - Building invite lists.
 - Sourcing venues and checking contracts.
 - Staffing requirements.
 - Creating invite emails.
 - Analysing digital statistics and collating replies.
 - Liaising with venues on numbers and dietary requirements.
 - Setting up venues for our events.
 - Delivering a social media campaign as part of the event (where relevant).
 - Analysing the success of events.

- Manage and build our database using lists and email campaigns, including design templates, calls-to-action, and various forms of content.
- Analyse and interpret what behaviours and patterns make clients successful and more likely to be retained by the firm.
- Input into the strategy for nurturing our leads through a mix of helpful content and other calls-to-action.
- Work with the Marketing Manager to implement new projects and creative ideas that help improve conversion rates.
- 1-2 years of marketing experience preferred.
- Events experience is preferential.

Benefits

- 20 days holiday.
- Staff training days.
- Competitive salary.
- Social events after work as well as firm wide Christmas party.
- Real potential for career progression.
- Great working environment.
- On the job training.

To apply, please email your CV to beth.dunbabin@wellersaccountants.co.uk

Disclaimer

Please note, only successful applicants will be contacted and that no terminology in this advert is intended to discriminate on the grounds of a person's gender, marital status, race, religion, colour, age, disability or sexual orientation. Every candidate will be assessed only in accordance with their merits, qualifications and abilities to perform the duties of the job. If you are interested and believe you possess the skills we are looking for to be considered for this role, then please apply. Please note, only successful candidates will be contacted.