



Marketing & Communications Coordinator

Salary: £25k - £30k (negotiable subject to experience)

The Company: Founded in 1909, the Morgan Motor Company is renowned for hand crafting three and four wheeled sports cars that are exhilarating to drive and unique within the marketplace. Based at its factory in Malvern Link since 1914, the company operates globally with 70 dealerships in 30 countries. Employing more than 200 members of staff, the company prides itself on its family atmosphere and passionate community of owners. A purpose-built Experience Centre was built in 2021, welcoming 30,000 visitors each year.

Job title: Marketing & Communications Coordinator
Department: Marketing
Reporting to: PR & Communications Manager

Reporting to the PR & Communications Manager, this exciting new role is based at the historic home of Morgan in Malvern Link, Worcestershire. As the Marketing & Communications Coordinator, you will play an integral role in the implementation of Morgan's global marketing plan, working across a multitude of marketing disciplines and with key internal and external stakeholders. This role requires a self-motivated individual who is willing to routinely go above and beyond. They must be creatively minded with an eye for detail and exceptional writing skills.

Main Duties

PR and Communications

- Co-ordinating the Morgan press fleet including scheduling press car loans and booking transport and maintenance accordingly
- Writing press releases and contributing to written content for announcements and new model introductions across a variety of channels and platforms
- Film, photo shoot and PR event support, often acting as the sole team member for the company
- Working alongside external PR agency to develop and maximise opportunities
- Identify opportunities for coverage and exposure

Dealership Marketing Support

- To support the implementation of strategic marketing campaigns and initiatives throughout the global dealer network, with a particular focus on the creation of new ideas that will drive new car enquiries and sales
- To support the distribution of new model launch assets, both physical and digital, throughout the dealership network in line with future product plans to help maximise
- To be responsible for maintaining and evolving existing systems for distributing marketing assets to the dealership network, including CRM, CANTO etc.
- To work closely with the internal Sales Department to brainstorm and support regional campaigns, ensuring the correct assets are in place and dealerships are fully briefed

- Work with existing agency partners to assist with implementation of digital marketing campaigns and promoted social, e.g. Google Ads/MyBusiness
- Assist with completion and assessment of dealer marketing plans

Event Management

- Identify opportunities for events, both in the UK and in other markets
- Oversee Morgan's attendance at certain events, from initial agreement to pre-event, live event, and post-event activities
- Liaise with event organisers to leverage Morgan's opportunities at events

Content Creation

- Identify content creation opportunities that help to promote the company's key messages, submitting proposals to the wider team
- Work alongside existing media suppliers and freelance creatives to brief and deliver agreed content, in line with Morgan's marketing plan
- Plan and attend photo/video shoots including briefing key stakeholders, creative sign off and assistance in producing agreed assets

Additional duties

- Working alongside Morgan's charity partners on key activations throughout the year
- Involvement in brand partnership projects to help leverage opportunities for the Morgan Motor Company
- Travel both nationally and internationally
- Availability to work on certain weekends and out of normal hours as required for events and travel
- Additional projects to support needs of the department and business

Knowledge, skills, training, and experience required

- Minimum of 3 years marketing experience with an established brand
- A relevant degree in business, marketing or communications preferred
- Experience in creation and implementation of marketing campaigns, both online and via traditional media
- Understanding of automotive, luxury and lifestyle communications with knowledge of key publications and media contacts
- Experience of organising events and event management
- Experience of creating, scheduling, and assessing impact of social communications
- Experience of content creation and briefing external creative suppliers (photographers, videographers, graphic designers)
- Natural ability to communicate well and work within a team
- Willingness to go above and beyond to achieve objectives
- Exceptional PC skills (MS office at minimum)
- Exceptional copy writing and literacy skills
- Experience of Adobe Creative Suite beneficial
- A passion for sports cars and the wider automotive and/or luxury lifestyle industry is beneficial
- Driving licence required

Terms and benefits

- 37.5 hours per week (Monday to Friday)
- Salary from £25 - £30k (negotiable based on experience)
- Office based in Malvern Link, Worcestershire
- 33 days holiday per year
- Pension scheme (5% contribution from Morgan)
- Private Medical Insurance (BUPA)
- Subsidised corporate workwear
- Cycle2work Scheme
- Electric Vehicle Salary Sacrifice Scheme
- Enhanced paternity, maternity & sick pay benefits

To apply, please send your CV **and** covering letter to careers@morgan-motor.co.uk