



## How many lives have you saved today?

FFE Ltd is a specialist fire detector manufacturer and is one of the world's largest manufacturers of optical beam smoke detectors and flame detectors. FFE is part of the Halma plc group, a UK based global FTSE 100 company. Fireray® beam detectors offer a cost-effective method of protecting wide areas against fire. Examples include museums, warehouses, atria, sports stadiums, gyms, theatres etc. Talentum flame detectors detect across a wide spectrum making it an obvious choice for most flame detection applications. FFE aviation extinguishers are present on over half the world's commercial flights.

Furthermore, here at FFE we value our employees giving them the freedom to be creative and innovative. Having a great team spirit and people that are proud to work for a company that saves lives, our teams see the direct impact of their efforts in the daily operations.

<b>Position:</b>	Marketing Co-ordinator
<b>Functional Area:</b>	Sales and Marketing
<b>Reporting to:</b>	Marketing Communications Manager
<b>Location:</b>	Hitchin, Hertfordshire
<b>Salary:</b>	£25k-£35k per annum with extensive benefits, bonus and generous Halma Pension plan

### Key responsibilities will include:

- To support the business with Content creation through technical content via datasheets, video, and articles
- To assist in managing Creative workload, inhouse and agencies, to deliver all areas of Brand & Technical content
- To ensure all content created is market focused and resonates with target audiences we are aiming to reach

### **Brand Management & Content Creation**

- To assist in managing Brand style guides & brand guidelines
- To assist in the planning, creation and execution of Brand & Technical content & assets in all channels, including online and social media
- Work with agencies and internal stakeholders to create content that reinforces our market position, informs, educates and engages our customers
- To assist in ensuring all sales literature, technical datasheets, training media and guides are fit for purpose, professional, engaging and informative
- Advert/Flyer Design and Creation

### **Technical Copywriting**

- To work with technical staff to ensure products and instructions easier to use
- To write or revise supporting content for products
- To edit material prepared by other writers / employees
- Responsible for Translation Amendment and Management



### **Digital Marketing**

- To assist in the development and brand guardianship of our digital tools (such as websites, social media channels, videos etc)
- Website copy writer / editor
- To collaborate with the wider team to develop clearer understanding of the user experience and strive to constantly improve all assets

### **Video Content Creation**

- Digital Video Brand Management – Brand YouTube Channel / How-to YouTube Channel / Internal Video
- Assist in In-house film production and Film editing – Direction / Producing / Audio Technician / Audio & Video Editing / Graphics Integration & Creation / Animation / Colour Grading / Thumbnail Design
- To assist in the development, production & delivery of Product & Lifestyle Photography

### **Internal Communications**

- To assist in providing support to People team with development of assets and copy for internal communications, corporate social responsibility, talent acquisition

### **General Responsibilities**

- To maintain and store sensitive and confidential employee information in a secure manner in compliance with the Data Protection Act and GDPR
- The duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake any other duties which may be required from time to time. Any such duties should not, however, substantially change the general character of the post

### **Skills & Experience**

- Degree educated, ideally within a marketing/business discipline
- Excellent verbal and written communication skills
- Great attention to detail
- Copywriting skills
- Solid understanding of different marketing techniques
- Experience with Adobe Photoshop, Canva and various design packages
- Excellent knowledge of Microsoft Office
- Good knowledge of Google Analytics
- Strong desire to learn along with professional drive
- Familiarity with marketing software and online applications
- Proactive and flexible approach to workload
- Willingness to learn organisational systems and interest in developing new ones
- Adaptable to fast paced environment with multiple competing deadlines
- An understanding of social media platforms
- Familiarity with Facebook Business Manager, Instagram and LinkedIn