

Marketing Coordinator

Lyon Equipment Limited is proud to be an employee-owned company. We are located adjacent to the M6 at Tebay, between the Lake District and Yorkshire Dales National Parks. Established in 1973, our mission is to provide equipment and expertise allowing people to 'venture further' within the Work at Height and Rescue industries, Cycle, Outdoor and Watersports markets.

The central marketing team are dedicated to servicing our distributed brands and working to promote our own manufactured and training product offering. Creating engaging marketing campaigns that reflect the global brand direction of our partner brands with a UK slant and activating these in our market.

We are currently seeking a motivated and enthusiastic individual to join our marketing team. This role will form a key part of our central marketing team who work across the breadth of the Lyon business whilst having a particular focus on supporting the marketing for our Work & Rescue division.

Working with and reporting to the Marketing Manager, the role will be predominantly based at our office in Tebay, Cumbria but may also involve aspects of remote work and travel. The position is full time based on our usual office hours.

Responsibilities of the role will include (depending on experience and aptitude)

- Supporting the marketing team in developing and executing marketing plans and promotional campaigns
- Creating and dispersing content for various marketing channels across print and digital media and both B2B and B2C.
- Event and trade show preparation and attendance
- Basic graphic, photography and creative work in support of marketing campaigns (dependant on skills)
- E-news compilation and circulation
- Working externally and with team members, advertising/ PR partners and retailers
- Data gathering on marketing activities against KPIs
- Assist with developing and implementing trade marketing
- Arranging showroom product displays
- Demo kit logistics and maintenance

What we expect from you

- Knowledge of the outdoor and/ or work and rescue sectors
- Have a strong command of English, demonstrating excellent verbal and written communication skills
- Be organised, with excellent attention to detail and understand the importance of business processes and administration
- Have good computer skills - knowledge of graphic, photo and video editors is desirable
- Be self-motivated and happy to work both individually and as part of a small team
- Be willing to undertake continued training and development

Hours of work:

This is a full-time position which equates to a 37.5-hour week. Monday to Thursday 08:00 to 17:00 and Friday 08:30 to 14:00.

The benefits will include

- Commencing salary likely to be in the region of £25,000 - £30,000, dependent on experience
- 30 days holiday entitlement per annum including public holidays with loyalty increments (up to 5 extra days holiday)
- Inclusion into our qualifying pension scheme
- 2pm Friday finish for all staff
- Flexible approach to time off for medical appointments
- Digital wellbeing platform

Following successful completion of probationary period

- Invitation to join our company healthcare scheme
- Generous trade and staff discount
- Cycle to Work scheme
- Holiday Purchase scheme
- 24/7 employee assistance and counselling services (including an Employee Assistance Programme as part of the Healthcare scheme)

To apply

To be considered for this role please email your interest by 12 noon on Friday 17th January 2025 to Julia Aspinall, HR Manager: julia@lyon.co.uk

If you have any specific queries on this role before considering an application, please contact our marketing team direct on chris.gordon@lyon.co.uk