



## MARKETING COORDINATOR

This is an excellent opportunity to kick-start your career in marketing working for a luxury automotive startup. We are looking for someone who wants to absorb the world of marketing and all it entails. You don't need to be a petrol-head, but we are looking for passion, enthusiasm, positivity and confidence from the get-go. No two days will be the same as you learn from the ground up. You will be exposed to the creation of digital campaigns, planning and delivery of events, creating and nurturing working relationships, the design of marketing collateral and working with the sales and logistics team to get our beautiful products to our international base of UHNW clients.

This is a temp to perm opportunity for the right candidate. It will be a busy start with a summer full of events and multi-tasking, but this is a wonderful opportunity to get a good understanding of what we do at The Little Car Company and to prove yourself.

We offer a competitive salary, excellent training and the possibility of international travel if you become a permanent member of the team.

### Summary

*Compensation:* £25,000 + share options + company bonus scheme

*Location:* Based at The Little Car Company Headquarters, Bicester Heritage, Oxfordshire.

*Holiday:* 25 days per year plus bank holidays.

*Share options scheme:* After 6 months with us - we want everyone to feel 'ownership' of the company.

*Start date:* As soon as possible.

*Contract:* 3 months (Temporary role with the option to convert to permanent)

*Report to:* Brand Marketing Manager.

Culturally, we take pride in the way we work and what we achieve. We are committed to advancing the work of equality, diversity and inclusion and we want to attract the best people from the widest talent pool, as well as those who reflect the diverse nature of our society.

### A little about TLCC and our culture

The Little Car Company makes officially branded drive-able little cars for luxury high-end motor manufacturers. We're already making cars for Bugatti and Aston Martin Lagonda, Ferrari, Tamiya and there are more to follow.

Beautifully engineered vehicles don't just appear at our client's front doors - they are a result of months and sometimes years of meticulous design, dedicated craftsmanship, uncompromising testing and a personal customer experience second to none.

That doesn't happen without an exceptionally talented team fuelled by a determination to create truly remarkable vehicles, whilst having a ton of fun along the way. We work with the best car

manufacturers in the business, so are only looking to recruit amazing talent to our small but highly functioning team.

We are building something special, an environment where everyone looks forward to their Monday mornings and everyone in the company knows the difference they are making and can see how much value they are adding every day. Everyone in the team owns a part of the business through our share scheme so it is important we only employ people committed to making the business the best it can be.

## Our Values

*Start Simple:* Don't worry about having all the answers, just get started. Growth comes from taking chances and making mistakes. We approach problem-solving with resourcefulness and creativity without compromising on attention to detail.

*Collaboration:* We support each other and work together. We strive to leverage the collective intelligence of everyone at TLCC. We are free of ego and seek to understand. We challenge each other, but respectfully.

*Communication:* Communicate directly – whatever the question, communication is the answer. Get feedback early and listen openly. Someone does not have to be wrong for you to be right.

*Accountability:* Champion Accountability – accept responsibility for your actions and inactions. We are open and honest about our shortcomings, as we are with our successes. Strive for continuous improvement in the everyday.

*Diversity:* Seek and value the strength of diverse perspectives – we learn from all to build for all. Embrace differences - everyone at TLCC should be able to work and learn in an atmosphere of respect, dignity, and acceptance.

*Adventure:* Grow our business in a way that makes us proud. Embrace the Adventure – set ambitious goals, understand things don't always go to plan, work with creativity and passion and celebrate success! Remember TLCC belongs to all of us.

## The role:

As we look to grow, we are searching for a Marketing Coordinator to be a key support to the Marketing Team in the delivery of global marketing plans, within agreed timelines and budgets. You will be reporting to the Brand Marketing Manager who will give you plenty of training and guidance, but we also expect you to be ready to tackle issues as they arise and provide solutions.

If you want to kickstart a new career learning from the best of the best, learn to craft unique experiences for clients and partners, are confident you will flourish when multitasking, love nurturing

new relationships and love the idea of tackling the unusual and the short-notice then you may be the person we are looking for.

The day-to-day responsibilities:

- Support the Brand Marketing Manager with the delivery of digital campaigns, including content creation.
- Coordinate and manage artwork briefings from across the business.
- Act as a Brand Champion, distributing and implementing brand assets that consistently meet our brand guidelines.
- Work with the CRM Executive to ensure the appropriate measurement and tracking are in place for all digital and event activity to help guide and improve future marketing initiatives.
- Ownership of the prospect email campaigns, from strategy through to delivery.
- Ownership of internal communications within the business.
- Support on the planning and delivery of some Events (external and internal) which at times may require travel and out-of-hours work.
- Liaise closely with the sales teams to ensure they have relevant marketing support.
- Develop good working relationships and work closely with other members of the marketing team to ensure consistency of approach to marketing activities and to share new ideas and best practices globally.
- Working as part of the wider Commercial Team on ad hoc tasks including PR support, client communications and logistics.
- Manage marketing collateral and marketing stock.
- Manage agency contracts, purchase orders, and other team admin.
- Ad-hoc business admin tasks

Required skills:

- Bachelor's degree in Marketing, Business, Management, Design or other relevant field
- Proficient in the use of MS Office
- Experience in Adobe CC (Preferred)
- Strong project management skills and attention to detail
- Adaptable and quick learner
- Excellent communication skills, able to engage effectively with colleagues at all levels
- Interest in managing and growing social media channels (Preferred)
- Thrive from solving problems
- Excellent organisational skills and ability to juggle a variety of tasks
- Enjoy working within a team and have an understanding of working with cross-functional teams
- An interest in the luxury or automotive landscape
- Self-motivating – you'll have full support along the way, but we're looking for an individual that will take ownership of their role.
- A full UK driving licence is desirable

...and lots more. Being a start-up, we'd expect whoever assumes the role to have adaptability, flexibility and can-do attitude.

## Details / perks

- Summer Party, Christmas Party and TLCC Friends and Family BBQ at HQ with test drives.
- Free access to Expert Academy online training courses.
- Birthday presents.
- We offer Flexible Working as a family friendly employer.
- There may be occasional travel with the company as required, potentially nationally / internationally.
- Option to take 1 month off unpaid after 1 year of service.
- Use of company van on weekends for moving etc.
- Opportunity for equity ownership / stock options and compensation will increase as we grow – ultimately you are in control of your destiny and the rewards will be there for the right people.

## Keen to apply?

Please send us a covering note (maximum 400 words) with why you are the right candidate for this role. Please don't just regurgitate your CV – we are looking for a flavour of you and what you can bring The Little Car Company. Think of this as your own personal highlights reel.

If your CV is of interest an initial phone call will be scheduled with you. Following the success of this would be two interviews with different members of the Team followed finally with a Culture Fit conversation with our Chief of Staff.

## TLCC and GDPR

Please note that if you have not heard from us one month after the closing date of the advert then on this occasion then you have not been successful. However, we will keep all applications and CVs on file and be in touch if any future roles match your skills. If you would prefer that the Company deletes your CV and covering letter, please send a deletion request at any time to the company and your data will be disposed of in line with GDPR regulations.