

## About us...

Lincolnshire



Lincolnshire Co-op is a long-standing, community-focused organisation proud to serve the people of Lincolnshire and surrounding counties. Our Support Centre, based in Lincoln, is the operational heart of our business. It's home to a range of specialist teams who work behind the scenes to support our front-line colleagues and ensure we deliver exceptional service across all our trading areas.

## Essential Information – what you need to know

### Job purpose:

- Taking responsibility for delivering campaigns that align with business objectives, customer needs, and the local communities we serve.
- Supporting campaign delivery across Lincolnshire Co-op, helping achieve our annual objectives and purpose-driven strategy by contributing energy, ideas, and resources to make life better in our communities.

### Your hours:

- 37.5 hours per week (FTE)

### Your relationships:

- Internal teams including Marketing and Membership, Communications, Community, and wider Purpose and Proposition colleagues.
- Business areas such as Food, Pharmacy, Travel, and Funeral, as well as internal support services including IT, HR, Health & Safety, and Learning & Development.
- External contacts including customers, members, suppliers, local media, local producers, and printing firms.

### What you'll bring to us:

- Confident, organised, and self-motivated with strong attention to detail.
- An ability to interpret marketing data and provide insights to support decision-making.
- Demonstrates clear communication and can build strong, professional relationships with colleagues, suppliers, and stakeholders.
- Good IT skills across a number of platforms, including Microsoft Office, social media platforms, and content management systems, and can adapt to new digital tools.
- Ability to work accurately and efficiently in a busy environment.
- Confident and professional, collaborating across teams and with suppliers to deliver shared goals.

### Role requirements:

- A full UK driving licence and access to a vehicle that can be used for business use.

**Together we**



Providing and supporting  
valued services



Helping to grow the  
local economy



Caring for our  
health and wellbeing



Looking after  
our local environment

**Your Purpose – I will contribute to my team and the Society’s ongoing success in this role by...**

**Your duties and responsibilities:**

- Supporting marketing plans and campaigns aligned with the agreed RACI framework and critical path.
- Assisting in the execution of impactful marketing campaigns, ensuring they are delivered on time and within the budget parameters agreed with you.
- Helping to plan and deliver promotional events for both internal and external audiences, including coordination of materials and logistics.
- Working with external partners and internal designers to deliver marketing contribution to cyclical refresh programmes and keeping toolkits updated.
- Working with designers to provide signage and point of sale materials to all trading areas.
- Supporting Health and Safety with production of compliant signage.
- Keeping the POS portal up to date and working with external provider for POS production.
- Monitoring the marketing inbox for incoming enquiries and logging requests for prioritisation by Senior Marketing Co-ordinator.

## Together we THRIVE...



- Trustworthy – we do what we say we'll do and trust others to deliver to the best of their ability
- Helpful - we support and challenge each other collaboratively, no matter the role or level.
- Respectful - we listen to other views and opinions with consideration and celebrate differences.
- Inspiring - we role model what good looks like and lead by example to be better.
- Valued - we recognise achievements and appreciate everyone's contributions.
- Empowered - we listen and encourage each other to take opportunities.

### Your Approach – how you will contribute to your team and the Society's ongoing success in this role.

<p>I will be trustworthy by:</p>	<ul style="list-style-type: none"> <li>- Delivering consistent, data-driven reporting to ensure transparency and informed decision-making.</li> <li>- Providing insights through reporting, helping stakeholders understand performance and key trends.</li> <li>- Taking ownership of both successes and challenges to drive continuous improvement.</li> <li>- Using learnings from both wins and walls to build trust, credibility, and strengthen team performance.</li> </ul>
<p>I will be helpful by:</p>	<ul style="list-style-type: none"> <li>- Supporting collaborative working within the marketing team and across other internal departments.</li> <li>- Developing strong cross-functional relationships to ensure alignment and shared goals across teams.</li> <li>- Providing insights that support colleagues in solving problems and identifying growth opportunities.</li> <li>- Proactively identifying challenges and deliver recommendations to improve channel performance.</li> </ul>
<p>I will be respectful by:</p>	<ul style="list-style-type: none"> <li>- Listening to colleagues, customers and members, demonstrating professionalism in all interactions.</li> <li>- Showing empathy and attentiveness to ensure people feel heard and understood.</li> <li>- Valuing diverse perspectives and encourage inclusive dialogue across teams and stakeholders.</li> <li>- Supporting a culture of open communication built on mutual respect and trust.</li> </ul>
<p>I will inspire others by:</p>	<ul style="list-style-type: none"> <li>- Staying curious and open-minded, continuously seeking opportunities to learn and innovate.</li> <li>- Embracing new ideas and approaches to drive continuous improvement in marketing performance.</li> <li>- Sharing knowledge and experiences with colleagues to support team collaboration.</li> <li>- Celebrating team successes to build motivation, morale and a positive team culture.</li> </ul>
<p>I will value people by:</p>	<ul style="list-style-type: none"> <li>- Acknowledging and recognising the contributions of colleagues to campaigns and projects.</li> <li>- Celebrating individual and team efforts to foster a positive and supportive work environment.</li> <li>- Ensuring those I work with feel seen, heard, and genuinely valued.</li> <li>- Promoting a culture of appreciation and respect in everyday interactions.</li> </ul>
<p>I will empower others by:</p>	<ul style="list-style-type: none"> <li>- Leading delivery of marketing campaigns by managing timelines, budgets, and outcomes.</li> <li>- Sharing clear plans and tools to enable teams to succeed.</li> <li>- Using insights to support decisions and give actionable recommendations.</li> <li>- Supporting colleagues and celebrate team success in a collaborative environment.</li> </ul>