

**Campaign Co-ordinator, Thorn UK & Ireland, Permanent.**

*Salary dependent on experience, + performance related bonus*

Thorn is a globally trusted supplier of outdoor and indoor luminaires and integrated controls both here in the UK & Ireland and around the world.

Although Thorn is already the market leader in the UK, we have ambitious growth plans and have managed to outperform the market over the past year. As well as having a substantial range of products covering the specification, wholesale and outdoor markets, we have a comprehensive LED portfolio, a strong systems and controls offer and have recently launched a new turnkey service, Thorn Energy Solutions.

The Campaign Co-ordinator's role will be the link between the Group Product Manager's launch process to the handing over warm leads to our sales teams. This role will need a good understanding of our target groups and segments to ensure campaigns are effectively delivered against key groups. Results orientated, direct campaigns for new products & services, as well as re-launch and promotions will be the focus of this role.

Working with our Central Marketing Team all aspects of campaign planning, from business case & brief, through creation, data selection, implementation and reporting will fall within the remit of the Campaign Co-ordinator.

The role includes:

- Working with the central marketing team's launch process and successfully campaign new products to market in the UK & ROI.
- Work with the Field Marketing Managers to commercially decide on key campaigns to increase turnover and margin, in line with product mix goals
- Develop a campaign plan which fits within the overall marketing plan, identifying monthly activity
- Manage effective follow up on campaigns to ensure handover of warm, qualified leads to the sales team, this will include telemarketing
- Write compelling copy and manage design & production processes

You will need to have a proven track record of project and campaign management, be a skilled multi-tasker and thrive working under pressure. You will be able to track and prove result of campaigns, taking corrective actions as needed, and be able to plan a busy workload.

A marketer with either academic or professional marketing qualifications, you will be commercially minded with creative flair and able to communicate well, both internally and externally.

Ideally you will have experience in lighting, but we would consider a candidate working in a similar industry or with similar customer types. The role will be based at Thorn's UK Headquarters in Spennymoor, County Durham, with travel in the UK & Ireland and across our group expected.

To apply, please send your CV to Ruth Newton, by 28 February 2012.

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