

PHYSICAL

Digital Marketing Coordinator

Location: Physical company ltd., The Works, Stokenchurch, Bucks, HP14 3RR

Salary: £23,000 - £28,000 depending on experience / skills. Pro Rata for part time applicants

Employment Type: Permanent. Full-Time/ Part time considered

Department: Marketing

Hours: Full time hours Monday to Friday 09:00 – 17:30 – largely office based with occasional travel to customers and industry events.

About Physical

Physical is a fun, fit and ambitious business that manufactures and distributes market-leading fitness equipment and flooring to commercial gyms, wholesale partners and direct-to-consumer customers across the UK.

With over 36 years of industry experience, we have built a strong reputation for delivering best-in-class products, exceptional service and innovative fitness solutions. Our mission is simple: to exceed expectations every time, whoever the client and whatever the brief.

As a family-owned business, people are at the heart of everything we do. We are customer-focused, collaborative and passionate about creating a positive working environment.

Teamwork is central to our success – it's always "we" rather than "I" at Physical – and one of our core values is to create an awesome place to work.

The Role

We are looking for a creative, enthusiastic and hands-on Digital Marketing Coordinator with a focus on social media to join our small but ambitious marketing team.

Reporting to the Digital Marketing Manager, you will play a key role in helping to raise our online presence, increase brand awareness and support lead generation activities across multiple channels.

This is a varied role that would suit someone with a passion for social media, content creation and digital marketing. As part of a small team, you'll need to be adaptable, proactive and willing to get involved in a wide range of marketing activities.

The role is primarily office-based in Stokenchurch, Buckinghamshire, with occasional travel to customer sites and industry events.

A key part of the role will involve visiting customer locations across the UK to gather content, capture photography and video, conduct customer interviews, and create case studies and success stories. As such, applicants must be comfortable travelling when required.

We welcome applications from both full-time and part-time candidates. If applying for a part-time position, please specify your preferred working pattern and availability.

Key Responsibilities

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Social Media & Content Creation

- Create, coordinate and deliver engaging content across social media platforms including Facebook, Instagram, LinkedIn, YouTube and TikTok.
- Plan and manage content calendars to support brand awareness, engagement and lead generation objectives.
- Write, shoot and edit multimedia content including:
 - Reels and short-form videos
 - Graphics and social posts
 - Product-focused content
 - Customer success stories and case studies
 - Video testimonials and promotional videos (primarily product-based)
- Visit customer sites to capture content, photography, video testimonials and case studies.
- Monitor social media performance and provide recommendations for continuous improvement.
- Stay up to date with emerging social media trends, tools and platform developments.

Email Marketing

- Assist with the design, development and delivery of email marketing campaigns.
- Create engaging email content that supports customer acquisition, retention and engagement.
- Help manage and optimise automated email workflows and customer journeys.
- Monitor campaign performance and suggest improvements based on data and insights.

Website & Digital Content

- Assist with updating website content including text, imagery, blogs and downloadable marketing collateral.
- Manage content using CMS platforms such as Magento.
- Support the creation and optimisation of landing pages and website content.
- Ensure website content remains accurate, engaging and aligned with brand guidelines.

General Marketing Support

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- Work closely with the Digital Marketing Manager to support wider marketing initiatives and campaigns.
- Assist the Senior Designer in creating support documents for the sales team.
- Liaise with internal departments and external stakeholders to gather content and marketing requirements.
- Support product launches, events, promotions and other business activities as required.
- Contribute ideas that help strengthen the Physical brand and customer experience.

Skills & Experience

Essential

- Experience managing and growing social media platforms for a business.
- Excellent written and verbal communication skills.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Previous customer-facing or customer service experience, with the confidence to communicate professionally with customers and represent the Physical brand.
- A proactive, flexible and positive attitude.
- Comfortable working within a small team environment.
- Ability to build effective relationships with internal and external stakeholders.
- Good photography skills with the ability to create attractive and engaging videos and images – this does not necessarily require professional camera experience.
- A full, clean UK driving licence and willingness to travel to customer sites when required.

Desirable

- Understanding of campaign management.
- Knowledge of SEO principles and best practices.
- Strong content creation skills, including copywriting, graphic design and video editing.
- Proficiency in Adobe Creative Suite (particularly Photoshop, Illustrator, InDesign and Premiere Pro).
- Experience with email marketing platforms and marketing automation (Klaviyo).
- Experience using CMS platforms, particularly Magento.
- Interest in fitness, health or sports-related industries.

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What We're Looking For

We're looking for someone who is creative, motivated and eager to develop their marketing career. You'll enjoy creating engaging content, be excited by social media trends and be comfortable taking ownership of projects while working collaboratively as part of a close-knit team.

You'll also be confident engaging with customers, gathering stories and content, and representing the business professionally both online and in person.

Most importantly, you'll share our passion for delivering exceptional experiences, supporting your colleagues and helping Physical continue to grow.

Benefits

- Competitive annual leave entitlement
- Company pension scheme
- Performance-based bonus scheme
- Access to on-site gym facilities
- Free on-site parking

If you are interested in applying for this position please send your CV to louise@physicalcompany.co.uk