



## Marketing Coordinator

**Company:** AgriBale

**Location:** Luddington, Peterborough

**Reports to:** Doug Price, Managing Director

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### **About AgriBale Ltd**

AgriBale Ltd is more than just an agricultural business – we are a forward-thinking company specialising in innovative bale handling and transport solutions for the agricultural sector. With a strong reputation for quality, efficiency, and practical design, we continue to grow our presence across the UK. AgriBale combines hands-on agricultural expertise with modern technology to deliver products that meet the evolving needs of farmers and contractors.

In addition to supporting the AgriBale brand, this role will also deliver marketing services to our sister companies, Big Bale North and Northern Straw Company. Big Bale North is a leading supplier of large square bales, working alongside farmers and contractors to provide a comprehensive servicing and maintenance service. Northern Straw Company focuses on the sourcing and distribution of straw products, supplying commercial markets with consistency and scale.

Together, the group represents a dynamic and growing network of agricultural businesses, offering a unique opportunity to contribute to multiple brands within the sector.

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### **Role Overview**

We are seeking a creative and proactive Marketing Coordinator to strengthen the groups brand presence and support business growth. This role is ideal for someone with a passion for agriculture, digital marketing, and content creation, who can bring fresh ideas while maintaining a consistent and professional brand identity.



## **KEY RESPONSIBILITIES**

### **Marketing & Branding**

- Manage AgriBale, Big Bale North and Northern Straw Company and Big Bale North's social media channels, including Instagram, TikTok, and Facebook, ensuring consistent posting and audience engagement.
- Capture and curate engaging content, including photography, drone footage, and video interviews that showcase products, customers, and on-farm use.
- Edit and produce high-quality short-form video content to increase brand visibility and engagement across digital platforms.
- Support the ongoing development and maintenance of the company websites, including updating content and assisting in the setup and management of an online merchandise store.
- Oversee the design and production of branded merchandise, workwear, and visual assets such as vehicle graphics, signage, and event materials.
- Monitor merchandise stock levels and coordinate reorders while contributing ideas for new branded products and ranges.

### **Additional Responsibilities**

As a small team in a dynamic business, flexibility is key to our success. While this role is primarily focused on marketing, there will be occasions where the successful candidate is required to support the wider team with day-to-day operations. This may include meeting and greeting visitors, answering telephone enquiries, and assisting with general administrative tasks. We pride ourselves on a collaborative, hands-on working environment where everyone contributes to ensure the business runs smoothly and maintains a high standard of service.

## **SKILLS & EXPERIENCE**

- Experience in marketing, communications, or a similar role (agricultural sector experience desirable).
- Strong content creation skills, including photography and video editing.
- Familiarity with social media platforms and trends, particularly Instagram and TikTok.
- Basic knowledge of website management (e.g., Shopify, WordPress, or similar platforms).
- Creative mindset with strong attention to detail and brand consistency.
- Ability to work independently and manage multiple projects.

## **PERSONAL ATTRIBUTES**

- Enthusiastic and self-motivated with a hands-on approach.
- Interest in agriculture, machinery, or rural industries.
- Strong organisational and communication skills.
- Willingness to travel for on-site content capture (farms, events, demonstrations).

## **WHAT WE OFFER**

- Opportunity to work within a growing and innovative agricultural business.
- A varied and creative role with real impact on brand growth.
- Exposure to the agricultural industry and cutting-edge machinery solutions.
- A supportive, close-knit team environment
- A competitive salary