



Job title | Marketing Communications Coordinator

Location | Nylacast Engineered Products, Leicester, LE4 9LN

Hours | 08:30 to 17:00, Monday to Friday with a daily 1-hour lunch break

The Company

Nylacast Engineered Products are a worldwide leader in the design, manufacture, and supply of engineering polymer solutions, with a global brand presence and 6 worldwide locations.

The Role

The Marketing Communications Coordinator is responsible for planning, creating, and delivering high quality marketing content and campaigns that strengthen brand presence, support lead generation, and drive engagement across global markets. This role blends content creation, social media management, paid campaign execution, and cross functional coordination to ensure consistent, compelling communication across all channels.

You will work closely with sales, engineering, production, regional teams, and external agencies to bring campaigns to life and ensure messaging is aligned, timely, and effectively.

Key Responsibilities:

- Drive brand awareness across multiple channels, ensuring consistent tone of voice and accurate messaging in all communications.
- Plan and deliver integrated marketing campaigns across email, social, and digital channels.
- Develop high-quality, engaging content for a range of digital channels, including blogs, email campaigns, social platforms, landing pages, and campaign assets.
- Create structured content plans and messaging frameworks aligned with brand guidelines and campaign objectives.
- Manage paid social campaigns, including audience targeting, creative briefing, optimisation, and performance reporting.
- Monitor social trends, industry activity, and platform updates to inform strategy.
- Build and deploy email campaigns, including segmentation, messaging, and performance tracking.
- Track and analyse campaign performance and provide actionable insights to improve future activity.
- Event planning and content creation support for exhibitions and tradeshow
- Produce and brief visual content (graphics, visuals, short-form and long-form video concepts) to support marketing strategy.
- Work closely with internal teams to gather insights, align messaging, and support go-to-market initiatives.



- Support cross-departmental communication to maintain consistency and awareness across global sites.
- Where necessary, coordinate with external agencies to deliver assets and campaigns.
- Ensure all creative output meets brand standards and campaign objectives.
- AOB to support marketing department and business operations.

Skills & Experience | You are someone who has...

- Proven experience in marketing communications, content creation, and digital marketing.
- Strong design and editing skills, with proficiency in tools such as Adobe Creative Suite.
- Experience managing organic and paid social media channels (LinkedIn, YouTube and Instagram).
- Familiarity with marketing automation tools (HubSpot, Mailchimp).
- Understanding of analytics tools (Google Analytics, social insights, campaign dashboards).
- Strong organisational skills with the ability to manage multiple projects simultaneously.

Personal Attributes:

- You are a creative thinker with strong attention to detail.
- Proactive, organised, and comfortable working in a fast-paced environment.
- Strong communicator who can build relationships across teams and regions.
- Results-driven with a focus on continuous improvement.

Equal opportunities and other information:

Nylacast Engineered Products Ltd. welcomes the talent of people from diverse backgrounds to provide expertise dedication and imagination to propel us to a prosperous future. We believe that all employees have a right to be treated with dignity and as such will not tolerate any form of harassment.

Nylacast operates a non-smoking policy.

Kindly note due to the high level of applications that we receive, we will only be contacting applicants that will be taken through to the next stage.

Closing date for applications: 30 June 2026.