Venture Simulations Ltd (Trading as 'SimVenture')

Job Description: Freelance Marketing Project Coordinator (Part-Time)

Job title: Marketing Project Coordinator
Hours: Up to 15 hrs a week for 25 weeks
Location: Remote (work from home)
Contract Rate: £25 per hour
Total Project Budget: £10k + VAT (if applicable)
Reports to: Head of Marketing and Communications (MarComms)
Duration: Fixed term contractor role for a 25-week period.

Role Purpose

We are seeking an organised, proactive and commercially minded freelance Marketing Project Coordinator to support the delivery of our Navigate project and wider marketing activities.

Working closely with the Head of Marketing and Communications, you will coordinate external suppliers, monitor project budgets and deliverables, analyse digital marketing performance, and provide practical marketing support to help maximise the impact of our activities.

This is a varied, hands-on role suited to someone who combines strong project coordination skills with a good understanding of digital marketing, SEO and emerging AI-driven search technologies.

Key Responsibilities

1. Project and Supplier Coordination

- Coordinate external suppliers and partners supporting the Navigate project, ensuring work is delivered to agreed timescales, quality standards and budget.
- Monitor project progress, deadlines, budgets and deliverables, flagging potential issues and recommending appropriate action.
- Coordinate the administration and submission of grant funding claims, ensuring relevant information and supporting documentation are accurate and submitted on time.
- Maintain effective communication with suppliers and internal stakeholders to support the smooth delivery of project activities.

2. Digital Marketing, SEO and AI Search Performance

- Use Semrush, Google Search Console (GSC) and Google Analytics 4 (GA4) to monitor and analyse website performance, search visibility and audience engagement.
- Track relevant SEO (Search Engine Optimisation), AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation) performance indicators.
- Prepare clear, concise reports highlighting key findings, trends, opportunities and areas for improvement.
- Provide actionable recommendations to the Head of MarComms to improve organic visibility, AI search presence, website engagement and inbound lead generation.
- Monitor relevant market developments, competitor activity and changes in search behaviour to identify opportunities.

3. Marketing Support

- Support the planning, coordination and delivery of marketing campaigns and activities.
- Assist with brand management, brand monitoring and market research.
- Provide marketing administration and coordination support as required.
- Help prepare presentations, marketing materials and reports using tools such as Canva.
- Undertake additional marketing support tasks agreed with the Head of MarComms, in line with project priorities.

Skills and Experience

Essential

- Experience in marketing, communications and/or digital marketing.
- Good working knowledge of SEO, AEO and GEO, with the ability to interpret performance data and translate insights into practical recommendations.
- Experience using digital analytics and SEO tools, including Google Search Console, GA4 and Semrush.
- Strong organisational and project coordination skills, with the ability to manage competing priorities and deadlines.
- Experience using a content management system (CMS), preferably WordPress.

- Familiarity with social media channels and their role in supporting digital marketing and search visibility.
- Confidence using digital productivity tools, including Canva and presentation software.
- A proactive, practical approach, with the ability to work independently and collaborate effectively with others.

Desirable

- Experience in B2B (business-to-business) marketing.
- Familiarity with CRM (Customer Relationship Management) systems.
- Experience using AI tools to improve marketing productivity and workflows.
- Knowledge and understanding of UK business education and entrepreneurial ecosystems.

Personal Qualities

The successful candidate will be organised, resourceful and commercially aware, with strong attention to detail and a practical, solutions-focused mindset.

They will be comfortable working independently in a small team, building positive relationships with external suppliers, and taking the initiative to identify opportunities and turn ideas into effective marketing activity.

What Success Looks Like

Success in this role will include:

- Marketing activities and project deliverables being coordinated and delivered to agreed timescales and quality standards.
- Effective supplier relationships and clear communication across the project.
- Accurate and timely monitoring of project expenditure and administration of grant funding claims.
- Clear, consistent reporting on digital marketing performance, including actionable recommendations for improvement.
- Opportunities identified to improve website engagement, search visibility and inbound lead generation.
- Reliable, responsive marketing support that helps the wider team achieve its objectives.

Application Process

This is a remote freelance contract for an initial 25-week period, with a requirement of up to 15 hours per week at a rate of £25 per hour, subject to agreed priorities and the overall project budget.

To apply, please submit your CV or Portfolio and a brief covering note outlining your relevant experience, suitability for the role and interest in the opportunity to:

Cilla Richards (Head of MarComms): cilla.richards@simventure.co.uk