

## Job Profile

Job Title: **Communications Manager**

Date: May 2019

Location: London

## Outline job profile

To provide the practice with strategic guidance and support for all business development (BD), bidding, marketing and communications activities.

## Team

Based within the Support Team, the Communications Manager reports to Co-Founding Partner Rachel Haugh who has overall responsibility for business development, marketing and communication. The Communications Manager is supported by the Graphic Designer and assisted on an ad hoc basis by the Office Assistant in London.

## Responsibility (scope)

- Support the Partners and the Communications Team by being engaged with all aspects of the business development, bidding, marketing and communications functions
- Manage the Graphic Designer.

## Role

### Business Development

- Work with the Partners to identify new business opportunities and promote the practice
- Support the practice's business development activities by producing important research, content and supporting materials
- Help establish and maintain a contacts database including existing and potential clients
- With the Partners, establish appropriate communications opportunities with potential and existing clients, such as newsletters, catch up meetings and social invitations
- Support business development group meetings, offering advice and direction as appropriate
- Research, monitor and identify suitable networking opportunities
- Establish and monitor database of networking events and liaise with senior team members on appropriate attendance and feedback
- Develop, coordinate and conduct client feedback

Continued:

- Appropriately disseminate client feedback (eg. for use in marketing materials, to Partners to instigate improving client relationships)
- Represent the practice at networking events
- Support bid teams with coordinating bid submissions
- Review and advise on improving bidding processes
- Create and update senior staff CVs, adaptable to suit different project types
- Create and update content for key projects, adaptable to suit different bid requirements
- Provide bespoke project text and specific responses to PQQ/ITT requirements
- Proof-read submission documentation to ensure accuracy, completeness and compliance with content and graphic standards

### **Marketing & Communications**

- Assist with developing the practice's brand: direct and monitor its consistent use across media channels, develop key messaging for use in marketing materials, publications and communications pieces, and ensure the practice's people are engaged with and use the brand
- With others, identify the need for and direct the design of brochures and marketing collateral
- Develop and implement an effective external communications strategy, including opportunities involving PR, social media, events and the practice's online presence
- Identify appropriate events and communications initiatives the practice and its people can contribute to and engage with, and coordinate the practice's involvement in them, eg writing biographies, sourcing models or creating display boards
- Instigate and manage initiatives to improve internal communications
- Identify, source, collate and write content for various marketing communications activities, including internal announcements, Update (internal blog), website, press releases, project case studies, staff profiles and keynote presentations
- Instigate and manage in-house publicity receptions, presentations and exhibitions
- Identify awards relevant to the practice's projects or people and prepare submissions
- Establish close working relationships with publications and design journals, identifying opportunities for the practice to contribute to them
- Manage and develop the practice's website and social media profiles
- Liaise with Partners and senior staff to maintain consistency, accuracy and relevance of social networking profiles
- Develop and manage the image library (Eikon), and provide training for staff to use

### **Required**

- 5 years plus of experience providing communications, public relations and/or business development guidance and support to senior staff within architecture, design or construction industries
- Proficient with InDesign, PowerPoint and Photoshop

### **Competencies/Abilities**

- Passionate about architecture and conversant with contemporary design debates and projects
- Self-motivated and independent but able to contribute positively to project team-working
- Exceptional written and verbal communications skills and ability to distill messages clearly
- Outstanding project management and ability to balance conflicting deadlines and priorities
- Able to engage with different audiences, switching tones and approach as needed

### **Other**

- To be inspired by what we do
- To be willing to be trained, increase skills and to become an essential part of the team