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| <b>Job Title:</b>     | Marketing Manager   |
| <b>Reports to:</b>    | Directors   |
| <b>Job Purpose:</b>   | Responsible for supporting the Directors to devise, implement and manage a national and international Marketing strategy to raise the Practice profile within relevant markets. |
| <b>Relationships:</b> | Build and maintain working relationships with clients, staff, and Directors   |

### DESCRIPTION

**Eckersley O'Callaghan** is seeking creative thinkers to join its growing team in London. EOC is one of the most innovative engineering design firms in the world. We are an award-winning structural, glass, facade and marine design engineering practice. Our international reputation has been cultivated through a commitment to research and innovation. We lead the development of the latest technologies, collaborating with our partners in industry.

Our principle office is in London with other offices in New York, San Francisco, Paris and Hong Kong.

The Marketing Manager has a key role in supporting the operation and strategic objectives of our dynamic and growing business. They will work primarily with the Management Team (Directors, Associate Directors, and Associates) and Marketing Assistant.

### KEY RESPONSIBILITIES

#### Key Tasks

- Manage production of all external marketing communications
- Oversee and deliver bids & proposals
- Act as inhouse copywriter and copyeditor
- Manage resources to meet a number of deadlines

#### Marketing

- Develop marketing strategies and benchmark success through analytics where possible
- Manage the collection of project information, key drawings and images for project sheets, PowerPoint slides and/or case studies for presentations
- Manage practice capability statements, with a particular emphasis on content which includes practice, project and staff information
- Write and edit marketing materials
- Manage practice award submissions (including writing and production)
- Manage updates and new content for website
- Liaise and manage Graphic Design Consultants
- Manage Customer Feedback Survey process
- Liaise and coordinate press and PR activities alongside PR Consultant
- Manage spend of an agreed budget

#### Communications

- Support programme of internal knowledge sharing events
- Support internal communications strategy with global offices
- Plan, write and produce company newsletter
- Oversee the production and distribution for corporate mailings
- Work with the Directors and marketing team to raise the practice profile through developing campaigns and market propositions
- Direct and manage social media channels

#### Bids & Proposals

- Overall responsibility for the management and content of bids and preparation of relevant documentation
- Overall responsibility for monitoring and coordinating the competition submission process
- Direct and manage responses to questionnaires

#### Graphic Design

- Manage production of posters, advertisements, business cards and all other marketing collateral
- Manage website design and content
- Implement brand identity of all collateral
- Manage production of standard forms and templates
- Oversee the development and management of the image library
- Manage commissioning and purchasing of photography

#### Business Development

- Working closely with business development coordinator, develop marketing plans to support business development initiatives
- Plan and organise client events, manage production of invitations and support preparation of guest lists

### **JOB KNOWLEDGE, SKILLS & EXPERIENCE**

- Creative and incisive writing ability
- Experience of implementing B2B marketing principles
- Knowledge of property and construction industry
- Technically minded and aware
- Interest in the built environment
- Have an eye for graphic design
- Be organised and methodical, with a keen eye for detail
- Be commercially aware to maximise effectiveness of resources
- Able to cope well under pressure and remain professional at all times
- Manage people including their recruitment, personal development/training and performance management
- Able to manage a number of marketing projects to deadline and on budget
- Able to priorities own workload, meet tight deadlines and work effectively under pressure at times
- Able to build effective working relationships with professionals of all levels and disciplines within the organisation

### **PERSONAL QUALITIES**

- Good organisational skills and the ability to cope with a variety of tasks, often under pressure.
- A flexible, positive approach and the ability to work as part of a team in a busy, creative atmosphere.
- Excellent interpersonal skills with the ability to communicate with people of all levels.