

Job Title: Marketing Coordinator
Reports to: Marketing & Events Manager
Job Purpose: We require a Marketing Coordinator in our London office supporting the global team.

Eckersley O'Callaghan is one of the most innovative engineering design firms in the world, with a global reputation cultivated through a commitment to research and creative thinking. We enjoy working with a range of materials, forms and building types across diverse sectors and project scales to deliver imaginative solutions. Our multiple award-winning collaborations with forward-thinking architects such as Foster + Partners, Zaha Hadid Architects and Heatherwick Studio, for clients that include Apple, Google, Vitsoe and Bulgari, have placed us at the forefront of design in structures and facades. Our commitment to sustainability, digital design, and continuous research and development remains at the core of our approach.

We offer a stimulating work environment with enthusiastic, intelligent, hard-working colleagues, and support personal development through training and project opportunities. Our principal office is in London, with other offices in Manchester, Paris, Milan, New York, Los Angeles, San Francisco, Delhi, Hong Kong, Shanghai and Sydney.

Eckersley O'Callaghan is looking for a new addition for its small and friendly marketing team. The role is based in our London office with hybrid working. The Marketing Coordinator has a key role in supporting the operation and strategic objectives of our dynamic business. You will work as part of a small team led by our Marketing & Events Manager supporting our engineers based across the globe.

KEY RESPONSIBILITIES

Digital Marketing

- Maintain and create content for the company website
- Maintain and improve website functionality, SEO and manage analytics data
- Create quarterly external newsletter
- Track and analyse external newsletter performance metrics
- Oversee and create social media posts
- Track and analyse social media performance metrics

Communications and Marketing

- Support the Marketing Manager in the creation of marketing content, both written and visual
- Support the Marketing team in the organisation of EOC's events
- Assist with staff attendance to events, awards ceremonies and help manage our company memberships
- Support the Marketing Manager with the co-ordination of company award entries and speaker opportunities
- Maintain company newsletter contacts and support in creating content for external communications such as the company newsletter
- Assist in the creation of the internal company newsletter
- Support marketing team taking project and staff imagery and videography, liaising with photographers as required
- Update EOC intranet as required

Graphic Design

- Support the Graphic Designer with bringing documents and resources into EOC style
- Support the Graphic Designer as directed with graphical projects (such as creating diagrams, updating brochures, wall boards, retouching photos, social media images, etc)
- Work with the team to keep imagery updated across website, brochures, and image library
- Create presentations for engineers as required
- Maintain and develop EOC's slide library; creating new slides, updating existing projects as they progress and

maintaining the EOC PowerPoint templates

- Support in managing external contractors for graphical projects

Business development

- Assist Bid Coordinator in creating and updating project profile pages
- Assist Bid Coordinator to write, design and update staff CV's, project profiles and general content creation as needed
- Support the team in updating the intranet bid library
- Support the team in creating submissions, capability statements and responding to PQQ's
- Support the practice in maintaining and developing our company CRM, HubSpot
- Support with the customer feedback survey process

The job description isn't exhaustive and the role will require general marketing team and engineering team support.

JOB KNOWLEDGE, SKILLS & EXPERIENCE

- Degree level educated a marketing degree or equivalent would be advantageous but not essential
- Demonstrable experience in a similar role within a professional built environment or construction sector, with a focus on supporting and maintaining brand presence and consistency.
- Proficient user of Adobe InDesign, with some experience of using Adobe Photoshop and Adobe Illustrator
- Experience of using tools such as HubSpot, MailChimp, Canva and CMS systems
- A creative eye and ideally some experience of graphic design
- Experience in digital marketing
- Ability to produce and edit written copy

PERSONAL QUALITIES

- be self-motivated and take initiative
- be an excellent communicator
- be organised, methodical, with a keen eye for detail
- work collaboratively in a team and with a wide range of people
- deliver effective and timely work within agreed timeframes
- be well presented with a professional manner
- have a good business awareness

WE OFFER

- A stimulating work environment with a smart, diverse and motivated set of colleagues
- A competitive benefits package
- Volunteer and outreach opportunities
- Flexible working around core hours
- Opportunities for career growth
- Collaboration opportunities with our international offices
- World-class projects with leading architects and collaborators