

<u>PROJECT NUMBER</u>	<u>JOB TITLE</u>	<u>SALARY BAND</u>
CG08	Graphics and Communications Coordinator	Dependant on skill set and experience and in line with the following salary bands: Studio Team – Mid Level: £28,000 - £33,000 Studio Team – Experienced: £34,000 - £42,000

<u>REPORTS TO</u>	<u>DATE OF ISSUE</u>
Senior Team	August 2021

ITEMS

- 1.0 Role
The Graphics and Communications Coordinator will work as part of the studio support team under the direction of the Senior Team and Studio Director. The role is integral to coordinating internal and external practice communications, creating content, engaging with the practice's social media platforms and maintaining the graphical output of the studio for marketing and new business purposes. You will be expected to be sensitive to confidentiality and have an understanding of the practice's overall outward facing image and project portfolio.
- 2.0 Experience
The Graphics and Communications Coordinator should have a minimum of one years' experience in a similar role within the built environment. You will be expected to evidence accomplished copywriting and literacy skills, and have a working knowledge of the Adobe Creative Suite, particularly InDesign and PhotoShop. You will be expected to be able to utilise social media management platforms and the website CRM system.
- 3.0 Practice
Graphics and Communications Coordinators will work closely with the senior team and support team to assist in the development of marketing content for communications and new business purposes, tailoring the output for each submission as required and maintaining close attention to detail throughout. You will be expected to have an understanding of projects and activity ongoing in the practice and work proactively to maintain a steady programme of internal and external communications activity, including identifying and recommending content for the practice's social media channels, utilising analytics tools to determine which posts are successful and tailoring future posts accordingly.
- 4.0 Culture
The Graphics and Communications Coordinator should positively represent the practice, both in terms of personal attitude and in the content and material they produce. You will be expected to work well with your colleagues, being self-motivated and using initiative to manage your time effectively to meet your deliverables.
- 5.0 Responsibilities
 - Managing the practice's yearly planner with assistance from the PA/Studio Coordinator, ensuring all relevant project and communications activity is captured and coordinating internal and external comms around key dates accordingly.
 - Engaging with the practice's social media platforms to ensure the outward impression of the studio is in line with the overall PR strategy

with direction from the senior team, researching and publishing content across a variety of platforms and researching options for social media management such as later.com to create efficiencies.

- Working with the New Business Coordinator to regularly update a library of material showcasing the practice's work in line with the studio's graphic standards for new business submissions and promotional purposes, including project information, team diagrams and CVs, tailoring collateral as required.
- Organising the printing and distribution of publicity material and publications as required, setting up practice mail outs as required and managing the studio's contact database.
- Assisting with updating the website using the CRM system, ensuring that the content remains relevant and appropriate.
- Leading the preparation and submission of awards submissions.
- Coordinating press activity, taking responsibility for monitoring of the press mailbox, ensuring correspondence is directed to the relevant person and responses are provided in a timely manner. Leading on the preparation and distribution of press releases and liaising with journalists as required, and proactively creating opportunities for promotion through press features as and when relevant
- Developing a selected images and digital press archive in a centralised database.
- Checking marketing and new business collateral for spelling or formatting errors and rectifying where necessary.
- Management of internal communications through the studio intranet, publishing news content and keeping employees regularly informed of general updates.
- Researching relevant events and networking opportunities and coordinating attendance with the senior team as necessary.
- Supporting on events organisation, both Internal and external.

6.0 How to apply

Please email your applications to jobs@carmodygroarke.com with the email subject line Graphics and Communications Coordinator – August 2021.

Any applications without the relevant subject line will not be filtered for consideration.

Your application should include:

- A brief cover letter or email outlining the reason for your applications
- A CV as a PDF attachment

Carmody Groarke is an equal opportunities employer, committed to equality of opportunity, diversity and inclusion among our team. We actively encourage applications from groups underrepresented in architecture.