

<u>PROJECT NUMBER</u>	<u>JOB TITLE</u>	<u>SALARY BAND</u>
CG08	Marketing and Communications Coordinator	Studio Team – Experienced: £34,000 - £42,000
<u>REPORTS TO</u>	<u>DATE OF ISSUE</u>	
Associate Director	January 2022	

ITEMS

Carmody Groarke is looking for a Marketing and Communications Coordinator to lead the practice's PR and communications strategy. The position has an immediate start date.

1.0 Role

The Marketing and Communications Coordinator will work closely with the New Business Coordinator, under the direction of an Associate 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 purposes. You will be expected to be sensitive to confidentiality and have a good understanding of the practice's overall outward facing image and project portfolio.

2.0 Experience

The Marketing and Communications Coordinator should have a minimum of two to three 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. Experience of using social media management platforms and website management systems is advantageous.

3.0 Practice

The Marketing and Communications Coordinator will work closely with the senior team to assist in the development of marketing content. You will be expected to have an understanding of projects and activity ongoing in the studio in order to maintain a consistent programme of internal and external communications activity. This may include drafting press releases and new content for the website, publishing communication updates on the studio's intranet and recommending and drafting content for the practice's social media channels.

4.0 Culture

The Marketing 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, and acting with professionalism when liaising with external contacts such as journalists or client press representatives.

5.0 Responsibilities

- Coordinating internal and external communications around key project milestones, drafting press releases and news content for the website and social media channels.
- Engaging with the practice's social media platforms to ensure the outward impression of the studio is in line with the overall PR strategy, researching and publishing content across a variety of platforms in line with project activity, utilising social media management tools to maintain efficiencies.

- Regularly updating a library of material showcasing the practice's work, in line with the studio's graphic standards, for promotional purposes, including key project details and updating images as required.
- Organising the printing and distribution of publicity material and publications, setting up practice mail outs as required and managing the studio's contact database.
- Updating the website, ensuring that the content remains relevant and appropriate. Suggesting news and regularly auditing website content to ensure project and personnel information is kept up to date
- Leading the preparation and submission of awards submissions.
- Supporting the Directors in preparing talks and lectures on the work of the practice.
- Coordinating press activity, monitoring the press mailbox, ensuring correspondence is directed to the relevant person and providing responses in a timely manner. Leading on the preparation and distribution of press releases and liaising with journalists as required, where possible proactively creating opportunities for promotion through press features as and when relevant.
- Commissioning professional photography of completed projects, and developing a selected images and digital press archive, with associated press packs, in a centralised database.
- Checking marketing collateral for spelling or formatting errors, ensuring all material issued is in line with the practice's agreed graphic standards.
- 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.
- Supporting the Studio Manager with events organisation, both internal and external.

6.0 Salary

The starting salary for the Marketing and Communications Coordinator position is £34,000. Salary may vary within the band outlined above based on skills and experience.

7.0 How to apply

Please email your applications to jobs@carmodygroarke.com, with the email subject line Marketing and Communications Coordinator – January 2022.

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 application
- A CV as a PDF attachment

Please note that attachments should not exceed 10MB in total.

8.0 Equality, Diversity and Inclusion

Carmody Groarke is an equal opportunities employer, committed to equality of opportunity, diversity and inclusion among our workforce, and to following practices that are free from unfair and unlawful discrimination.

Should you wish to view our Equality, Diversity and Inclusion Policy, please contact the Studio Director – charlotte@carmodygroarke.com.