Role summary

Working closely with the Head of Communications to devise a strategy and creative ideas to promote the practice, projects, philosophies and research externally through marketing campaigns website, social media, press, media, conferences and other means. Manage PR outreach and reputation crisis management agreeing actions with Head of Communications and Partnership Board.

Role definition

Job Title: External Communications Manager

Reporting to: Head of Communications

Responsibilities

- Devise and develop creative ideas for external communication campaigns liaising with the Internal Communications Manager, Communications Manager and the wider team, implementing them in line with practice requirements
- Proactively manage PR outreach liaising closely with Head of Communications to gain positive and relevant press coverage for the practice.
- Oversee press list of relevant journals and journalists and identify further useful networks, relevant journals, online publications and journalists to establish relationships with.
- Support Head of Communications and senior board with PR reputation crisis management as required.
- Collaborate with the editorial, marketing and content teams to brainstorm ideas for the development of the website
- Actively develop new initiatives and modifications to the website design and content to address new marketing and PR strategies and to promote the skills of the wider design teams.
- Oversee the updating of content for the website and ensure that it is regularly checked for correct images and texts.
- Oversee website analytics on a regular basis and suggest improvements to increase our SEO and visibility worldwide
- Track competitor communication activities, both digital and non-digital, to ensure we are competitive and innovative at all times.
- Ensure all social media posts – Facebook, Twitter, Instagram, Pinterest, WeChat, LinkedIn – are appropriate, timely and relate to our external communications strategy
- Keep abreast of new digital platforms and dynamically contribute to them as appropriate
- Assess the value of Foster + Partners attending trade shows, conferences and seminars and identify speaker opportunities for senior staff obtaining Management Board approval as well as arranging all speaker logistics.
- Suggest appropriate ways to promote the company through sponsorship of events and conferences
- Manage marketing coordinator in the creation of marketing documents and updating of content on website
- To assist and deputise for the Head of Communications as required

Qualities and skills required

- Demonstrate ability to undertake the above responsibilities
- Experience of and/or a demonstrable interest in and understanding of architecture
- Legally able to work in the country in which the position is based
- Excellent interpersonal skills and able to work independently and as part of an effective team
- Able to build good relationships at all levels, internally and externally
- Adobe Creative Suite, particularly Indesign, experience and graphic design skills essential
- Excellent knowledge of digital platforms including back end technology
- Experience with and knowledge of all social media platforms
- Microsoft Office skills
- Strong copywriting skills
- Excellent written and verbal communication skills – articulate and diplomatic manner
- Fluency (spoken and written) and thorough knowledge of the English language is essential
- Experience with and understanding of press and media procedures
- Able to work cooperatively, but also proficient in managing and delegating to a team
- Concentration, accuracy, great attention to detail and a methodical approach to work carried out
- Excellent organisational skills
- Ensure that discretion is exercised when dealing with sensitive information and that appropriate confidentiality is maintained at all times
- Able to prioritise duties and work under pressure while remaining calm and professional at all times
- Self-motivated and able to take responsibility
- Due to the nature of the position and requirement to meet deadlines there will be a requirement to work additional hours, on occasions
- Experience of working in an architectural practice and advantage

Desirable

This description reflects the core activities of the role but is not intended to be all-inclusive and other duties within the group/department may be required in addition to changes in the emphasis of duties as required from time to time. There is a requirement for the post holder to recognise this and adopt a flexible approach to work. Job descriptions will be reviewed regularly and where necessary revised in accordance with organisational needs. Any major changes will be discussed with the post holder.

August 21