

## 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 the company brand strategy, marketing activities and manage a team, advise on reputation crisis management agreeing actions with Head of Communications and Partnership Board.

## Role Definition

**Job title:** Marketing and Communications Manager

**Reporting to:** Head of Communications

## Responsibilities

- Devise and develop strategic marketing, social media strategy and communication campaigns to support business development goals providing direction on the development and creation of thought leadership content, identifying target audiences and messaging, implementing campaigns across the Foster + Partners marketing and communication channels.
- Work collaboratively with studio teams and the communications team to ensure thought leadership programmes and projects are integrated with the strategic marketing plan and implemented in line with practice requirements.
- Devise and develop monthly and annual marketing reports including benchmarking, website analytics, SEO, social media, competitor analysis, campaign management and impact reports on Foster + Partners marketing activity and market position
- Liaise closely with Content and Communications Manager and Head of Communications to ensure marketing campaigns are aligned with proactive press outreach for the practice.
- Support the Head of Communications and senior board with brand and PR reputation crisis management as required.
- Manage the development of the website collaborating with the editorial, marketing content and Information Systems teams to brainstorm ideas, new initiatives and modifications to the website design and functionality.
- Collaborate with the editorial, UX, marketing and content teams to ensure that the Foster + Partners website/s content is current, relevant and adheres to the overall brand and marketing strategies.
- 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.
- Manage the Marketing Team in the production of marketing collateral and the content management of the Foster + Partners websites and social media.
- To assist and deputise for the Head of Communications as required.
- Equity, diversity & inclusion (EDI) is a core priority. To support and champion the embedding of this focus as a collective workforce responsibility, EDI should be integrated, where relevant, into all workstreams.
- Thorough knowledge of and compliance with F+P procedures and standards

## Qualities and Skills required

- Demonstrate ability to undertake the above responsibilities
- Legally able to work in the country in which the position is based
- Experience of and/or a demonstrable interest in and understanding of architecture
- 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

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.