

Role summary

The objective of the Marketing Speaker and Panels Coordinator will be to assist the Head of Marketing to position Foster + Partners as global thought leaders across key markets and sectors. Working alongside our senior team and the communications team this role will support the company's marketing strategy by coordinating on external engagement opportunities, coordinating speaker participation, and ensuring brand visibility across global platforms to showcase the practice's work.

Role Definition

Job title: Marketing Speaker and Panels Coordinator

Reporting to: Head of Marketing

Responsibilities

- Advise on and identify relevant and influential speaker engagement opportunities (owned, external and partner events) to support and extend company and brand awareness and align with business development strategies.
- Coordinate attendance at global events with end-to-end event tracking, ensuring appropriate approvals, feedback reports and databases are maintained.
- Analyse the effectiveness of external events, through impact reports, competitor analysis, campaign management and marketing activity and market position.
- Assist with speaker logistics.
- Coordinate with the marketing team on event marketing collateral including biographies, photography and video. Coordinate distribution of brochures and marketing materials for events and outreach including QR code generation, microsites and digital business cards.
- Identify opportunities for knowledge sharing and thought leadership campaigns.
- Support the planning and delivery of impactful Foster + Partners-owned events (online and in-person) working with the Capture Team to connect with clients and partners.
- Coordinate Open House London and global outreach programmes and events including invitations, VIP lists, event booking software and tracking.
- Contribute, or otherwise assist, 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 Foster + Partners 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
- Great communication skills and a high standard of written English
- 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
- Excellent organisational skills, concentration, accuracy, great attention to detail and a methodical approach to work carried out
- 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

Desirable

- Good technical knowledge of Powerpoint and Adobe InDesign
- Adobe Express, Miro, and other presentation tools
- Knowledge of social and digital marketing platforms including back-end technology (CMS)
- Experience of working in an architectural practice an 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.