

Role Summary

The objective of the Senior Marketing Specialist will be to assist the Head of Marketing in executing campaigns and strategies to position Foster + Partners as global thought leaders and support key business development pursuits.

You will be highly collaborative, working strategically to execute specialist marketing brochures, presentations, and branded assets that support our global vision and strategy for key target markets. You will be responsible for establishing thought leadership and marketing strategies that are client facing, high impact, issues-led and measurable.

Role Definition

Job Title: Senior Marketing Specialist
Reporting to: Head of Marketing

Responsibilities

- Assist with the development and execution of the thought leadership strategy across Foster + Partners marketing and communication channels including events, conferences, and other means.
- Responsible for the development, production, and management of marketing brochures including bilingual brochures, and presentation decks to support brand visibility, client engagement, and business development.
- Work collaboratively to integrate brochures and marketing collateral with the strategic marketing plan and practice processes.
- Coordinate the design and content of marketing brochures, branded assets, events collateral and championing consistent visual language in collaboration with the graphics team.
- Develop a thorough knowledge of Foster + Partners projects to enhance brand and reputation in local markets.
- Manage brochure content including up-to-date project pages and team profiles.
- Manage the distribution of brochures and marketing materials for events and outreach including and coordinate on QR code generation, microsites and digital business cards.
- Analyse and optimise the effectiveness of the marketing brochure, and relevant branded assets across digital and print.
- Create impact reports to measure lead tracking, market activity and position.
- Proactively liaise with our senior team to develop new materials to support business development activities, as needed.
- Provide direction on the development and creation of targeted marketing initiatives identifying target audiences and key messaging to develop strong client relationships.
- 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.

Other Duties and Responsibilities

- 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 technical knowledge of Powerpoint and Adobe InDesign essential.
- 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.

Desirable

- 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.