

Summary

To increase the reach and impact of LK2 group of companies' profile and visibility through the delivery of high value and influential marketing and communications strategy across a range of reactive and strategically planned opportunities in print, media, events and online.

To support LK2's market position through targeted business development opportunities, effectively growing the client base, targeting customer needs, building key customer relationships, identifying new business opportunities and supporting the Directors with targeted business growth.

Job description

Responsibilities:

- Responsible for the marketing of company services to the right market whether B2B or B2C.
- Help to develop an annual marketing plan in conjunction with directors. This should detail the year's activity to meet agreed company objectives.
- To aid all aspects of print production, receipt and distribution.
- Help achieve frequent, timely and positive media coverage across all available media.
- Keep all company social media platforms up to date.
- With LK2's communications companies, manage internal and external information communications, press releases, blogs, speeches, promotional material, advertising and artwork.
- Attend/organise marketing events to promote the LK2 group.

Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all company employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships.

Job Specifications:

- Experience with a company in a related company sector.
- Extensive experience of developing, maintaining and delivering on marketing strategies to meet company objectives.
- A strong understanding of customer and market dynamics and requirements.
- A willingness to travel.
- A proven ability to oversee all marketing, advertising and promotional staff and activities.
- Demonstrate the ability to be highly organised and flexible; meet deadlines with an efficient work rate, good time management and prioritisation skills.
- Demonstrate a high level of self-motivation and the ability to work effectively and efficiently with the Directors, Associates and LK2 architectural and sports teams.
- Have a good working knowledge of Microsoft office suite. Skilled in InDesign would be desired, but not compulsory – training will be given.

Daily tasks may include:

- Identifying target markets and developing strategies to communicate with them.
- Updating social media platforms
- Assisting with writing blogs, press releases and other marketing material
- Managing and updating the company website
- Creating and maintaining company sector CV's
- Coordinating targeted PR for specific projects including liaising with clients.

Key requirements

Public Relations & Social Media

- Manage and write blogs for the website
- Coordinate and maintain all social media (Twitter, LinkedIn, Instagram) including creating campaigns and content
- Assist external PR and marketing company with producing innovative and cost-effective online and printed promotions including press releases, opinion pieces, thought leader comments etc.
- Manage and maintain the direct marketing database
- Contact potential clients to create job opportunities

Direct Marketing

- Create, schedule and distribute marketing material and campaigns with key messages
- Identify key markets/customers for targeted marketing with key messages
- Distribute GDPR opt-in and opt-out emails
- Follow-up enquires & transfer new contacts to direct marketing database
- Evaluate marketing campaigns.

Literature

- Create and distribute marketing brochures and flyers
- Stationary re-prints and updates
- Case studies on completed projects
- Liaise regularly and develop relationships with LK2's communications companies to produce marketing material

Budgets

- Manage the company's marketing budget and review and measure the results where practical
- Events
- Research relevant events for employees to attend
- Create events diary and co-ordinate attendance
- Maintain relationships with events organisers
- Research appropriate opportunities for key note speaker positions
- Assist directors in chairing events such as round tables and thought leaders

What we offer in return:

- Competitive base salary
- Flexible working hours