

Job Description

Job Title: Marketing and Communications Coordinator
Reports to: Human Resources Director
Location: Based out of our London office with travel to sites and other offices as required

Job Holders Primary Objectives

To assist in the development of our internal communications and marketing strategy, raising staff engagement, whilst also invoking positive promotion of corporate messages and industry news.

We wish to use this energetic and dynamic role as a platform for shouting about our successes, engaging with colleagues and supply chain partners across the business, whilst also extending externally to our clients on occasion.

Reporting directly into the Human Resources Director, this role will involve working under your own initiative and within internal departments such as operations, our business development team and the senior leadership teams to unearth those journalistic stories worthy of print.

Responsibilities and Accountabilities

- Following a pre agreed marketing strategy, communications planner and site visit schedule
- Ensure BAU communication drumbeat is maintained i.e. Monthly newsletters/ bulletins
- Social media updating on corporate platforms with appropriate imagery
- Copywriting and editing content relevant to the communication channels and editorial themes
- Pushing draft communications through agreed approval channels, on-time and written using the correct tone of voice
- The quality of images and photos is within agreed permissions and standards
- Ensure stakeholder mapping and distribution lists are accurate and up to date
- Reporting outcomes and interviews from training, operations, networking and social value partnership events with high quality photographic and video images
- Tracking communications project deliverables and ensuring deadlines are met
- Measurement of communications channels and engagement (via feedback and improvement)

Person Specification

- Experience of drafting and editing to tight deadlines
- Excellent command of English language with strong editorial skills e.g., writing for the web, sub-editing with attention to detail and an eye for a good story, content creation and the digital as well as printed experience
- Strong organisational skills & ability to prioritise & manage projects with minimal input
- Excellent interpersonal skills, with an ability to work with people at all levels and across functions, drawing out interesting articles from interviewees
- Role model for communications “best practice”

Measuring Impact

We would like to measure the impact of communications and implement improvements where appropriate. This may be achieved through various surveys which will result in production of internal reports. Keeping up to date with best practice from the communications industry and

bringing new approaches and channels to help develop and improve the effectiveness of communications within the account will also be important in this role.

Other Relevant Information for the role

- Promote the company's products/services addressing or predicting clients' / the markets' objectives
- To drive both our internal and external brand
- Develop standard in-house new business templates, documents and guides
- Support documentation design and collation as part of a team
- Planning and coordinating new marketing initiatives
- Support presentations for new projects
- Assist in Marketing and Corporate events.
- Assist other Directors in Sales & Marketing as required
- Assist the Directors in development of our staff's softer client and skills, winning more work internally
- Raising awareness of the company in the FM market
- Competitor analysis
- Market knowledge
- Representing the company at events and exhibitions

General:

- To be a 'team player' within the office
- Helping colleagues, as and when necessary, especially to meet deadlines
- Contribute effort towards Company Vision and Mission and observe Company values when actioning your objectives
- To attend meetings and training courses as requested

Communication:

The post-holder should recognise the importance of effective communication within the team and will strive to:

- Communicate effectively with other team members
- Recognise people's needs for alternative methods of communication and respond accordingly

Experience

- Experience within or knowledge of the Facilities Management industry would be desirable, but not essential
- IT Literate – MS Office package
- Skilled in Adobe Creative Suite, ideally InDesign, Photoshop or Illustrator

Special Aptitudes for the Role

- A strong communicator with a direct and open style.
- Self-motivated. Energetic and engaging. Professional. Continuously self-improving
- Ability to travel to sites in order to report on stories and to produce photos which will accompany the written content

Personal/Professional Development:

The post-holder will participate in any training programme implemented by the Platinum Facilities as part of this employment, such training to include:

- Participation in an annual individual performance review, including taking responsibility for maintaining a record of own personal and/or professional development.
- Taking responsibility for own development, learning and performance and demonstrating skills and activities to others who are undertaking similar work.

Equality and Diversity:

The post-holder will support the equality, diversity and rights of colleagues to include:

- Acting in a way that recognises the importance of people's rights, interpreting them in a way that is consistent with Company procedures and policies and current legislation.
- Behaving in a manner which is welcoming to and of the individual, is non-judgmental and respects their circumstances, feelings, priorities and rights.

Quality:

The post-holder will strive to maintain quality within the Company, and will:

- Alert other team members to issues of quality and risk
- Assess own performance and take accountability for own actions, either directly or under supervision
- Contribute to the effectiveness of the team by reflecting on own and team activities and making suggestions on ways to improve and enhance the team's performance
- Effectively manage own time, workload and resources

Health & Safety:

The post-holder will assist in promoting and maintaining their own and others' health, safety and security as defined in the Platinum Facilities Health & Safety Policy, to include:

- Using security systems within the workplace according to Company guidelines
- Identifying the risks involved in work activities and understanding such activities in a way that manages those risks.
- Making effective use of training to update knowledge and skills
- Reporting potential risks identified.

Confidentiality:

- In the performance of the duties outlined in this Job Description, the post-holder may have access to confidential information. All such information from any source is to be regarded as strictly confidential.
- Information relating to clients, colleagues, or the business of the Company may only be divulged to authorised persons in accordance with the Company policies and procedures relating to confidentiality and the protection of personal and sensitive data.

Note:

This job description is not intended to form part of the contract of employment or to be a complete list of duties and responsibilities, but it is a guide, for information, to the job. It will be periodically

reviewed in the light of developing work requirements in the role. The post holder will participate in the review.