

Job Profile

Marketing & Communications Executive

Department	Marketing
Location	Solihull – with travel to events
Reports to	Marketing Manager – Communications
Hours	Solihull
Contract	Office based (currently home working)
Constraints (travel/ base/ working patterns etc)	Office based in Solihull. Due to COVID restrictions currently working from home. This role may be based between home and the office.
Salary	£24,000 to £25,000 per annum dependent on experience plus eligibility for company bonus scheme + Pension + Employee benefits.
Date	June 2021

About us

Energy & Utility Skills is a membership organisation at the forefront of bringing our industry leaders together to identify and address the skills challenges our sector faces. We help employers attract, develop and maintain a sustained skilled workforce.

About the role

Reporting to the Marketing Manager, the Marketing & Communications Executive will support the delivery of the organisation's marketing and communications strategy.

You will play a critical part in activities to increase sales leads and member engagement, including PR and external communications, events management, content marketing and collateral development, as well as developing and delivering our internal communications.

About you

To succeed in this role, you'll need to have a real passion for communications, writing and delivering engaging content through a variety of channels. You will have excellent written and verbal communication skills, including a very high level of attention to detail.

With experience of managing marketing campaigns and delivering engaging content, you will be able to establish effective relationships with customers and colleagues at all levels and deliver high quality work to tight deadlines.

Key Responsibilities:

The key responsibilities of the Marketing & Communications Executive include:

- Researching and writing targeted communications (including press releases, news articles, blogs and internal communications), which communicate our messages clearly to both external and internal audiences in line with campaign plans.
- Working with our in-house designer and external design agencies to design, develop and distribute marketing materials such as brochures, flyers, exhibition banners and case studies.
- Supporting the organisation of external events (such as the prestigious NSAP conference and the Procurement Skills Accord Awards), internal events (such as our annual staff conference and monthly staff briefings), and exhibition stands at events run by others.
- Day-to-day management of the Intranet, including writing copy that is effective, timely and relevant, maintenance and supporting the Marketing Manager with ongoing development.
- Sourcing advertising opportunities and placing adverts in the press.
- Maintaining and updating our customer databases to ensure we have current data lists for targeted marketing campaigns.
- Playing an active role within our internal “Making a Difference Matters” group which leads on a variety of employee-led initiatives and responding positively to feedback from staff in a timely manner.
- Developing and maintaining strong working relationships across all business functions at all levels including the Chief Executive, Executive team and the Board.
- Deputising for the Marketing Manager.
- General administrative duties such as raising purchase orders and responding to marketing department queries from external clients.

Job Holder Specification

Specification	Essential	Desirable
Education		
Graduate or working at degree level	✓	
CIM member (MCIM) or equivalent		✓
Work Experience		
Effective copywriting across a range of communications channels	✓	
Experience of successfully developing and delivering marketing and/or PR campaigns tailored for a target audience	✓	
Experience of developing and delivering effective internal communications to keep your colleagues informed and engaged		✓
Understanding of the energy and utilities sector		✓
Knowledge of the national system of vocational education and training, and awarding bodies		✓
Experience of liaising with design and/or digital agencies, writing design briefs and managing relationships	✓	
Experience of managing, maintaining and developing company intranet/websites		✓
Experience of event management and promotion		✓
Experience of working in an office environment	✓	
Experience of using of Adobe software packages in the creation of marketing collateral		✓
Person Skills/Knowledge		
Strong copywriting skills	✓	
High level of IT literacy to include PowerPoint	✓	
Competencies		
Relating & Networking Establishes good relationships with stakeholders and colleagues at all levels; builds wide and effective networks and relates well to people throughout an organisation; manages conflict.	✓	
Planning & Organising Plans activities and projects well in advance and takes account of possible changing circumstances; manages time effectively; identifies and organises resources needed to accomplish tasks; monitors performance against deadlines and milestones.	✓	
Writing & Reporting Writes clearly, succinctly and correctly; in an engaging and expressive manner; avoids the unnecessary use of jargon; writes in a well-structured and logical way; structures information to meet the needs and understanding of the intended audience.	✓	

Self-motivated Takes responsibility for actions, projects and people; takes initiative, acts with confidence and works under own direction; initiates and generates activity.	✓	
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Values & Behaviours

Together

We are stronger together, collaborating to deliver success

- Supporting and empowering each other
- Working as a team to deliver the best for our clients, customers and colleagues
- Being respectful, responsive and reliable
- Keeping all communication clear and constructive
- Understanding and valuing how we all contribute to our success

Being Credible

A trusted voice providing thought leadership to the sector

- Providing expertise, openly sharing insights and best practice
- Taking a proactive approach to understanding the sector and the key issues affecting our members
- Delivering on time and keeping promises
- Ensuring work is of the highest standard and delivering exceptional customer service internally and externally.
- Taking ownership of personal development

Making a Positive Difference

We do the right thing and make Energy & Utility Skills a great place to work

- Inspiring others by going the extra mile
- Bringing energy, passion and a positive approach to work, every day
- Celebrating success and taking pride in everything we do
- Embracing change and identifying opportunities to make a difference
- Leading by example