

Job Description: Marketing and Communications Manager

Reports to: Director

Location: London

Introduction

Eric Parry Architects design and create high-quality, people-focused, sustainable buildings that enhance their surroundings. We listen closely to our clients' ambitions and needs and collaborate to meet every project's particular challenge with our most creative and imaginative responses.

The Role

Eric Parry Architects is looking for an energetic and proactive Marketing and Communications manager to join our studio in Old Street, London.

This is a new role with a remit to integrate and strengthen our marketing and communications activities. You will be tasked with growing awareness of the studio, its people, its services, and its credentials to support our future growth ambitions.

You will operate within the studio services team and work closely with internal architects and designers, internal support functions (including HR and Finance), the external PR agency and you will line manage the Graphics team.

This is an all-encompassing role in which you will utilise your prior experience in architecture or the built environment and demonstrate your passion for communications. Whilst simultaneously using your ability to collaborate and coordinate teams across multiple projects to deliver regular, engaging, and relevant communications and campaigns across owned and earned channels.

Key Responsibilities

Brand and Marketing

- Develop and implement an integrated marketing and communications plan that aligns with the needs and priorities of the practice.
- Work collaboratively to develop and roll out refreshed brand guidelines and training all staff, including tone of voice and brand personality, to deliver greater consistency and clarity across all written and visual touchpoints.
- Build and enhance best practice case studies, bids, awards, and testimonials (where necessary approved by the client) that can be used for sales, marketing, and media activities.
- Support the development of new business.
- Help coordinate internal events and communications to increase relevance and impact.
- Drive awareness and engagement internally to ensure all employees know and understand the tools and resources available
- Optimise representation at key industry events / talks / conferences

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- Coordinate and manage award entries and representation at ceremonies / events to maximise return on investment
- Maintain and coordinate updates to centralised contacts and identify process to adopt and roll out a Customer Relationship Management system.

Press and media

- Develop and maintain excellent relations with editors and industry journalists.
- Be the day-to-day point of contact for the PR agency.
- Coordinate timely responses to media enquiries
- Support the PR agency in coordinating the journalist outreach programme
- Work with the PR agency to identify key spokespeople and topic areas to facilitate timely media responses and a proactive media programme to raise the profile of the studio and key people
- Set objectives with the PR agency and track monthly
- Help collate information for the PR agency and secure approvals (internally and externally) for press releases, news jacking, and by-lines.
- Coordinate media training, briefings and diaries as needed to support the PR Agency

Digital

- Develop a digital strategy and execute for the studio considering type, frequency, and style of content to align with the Marketing and Communications plan.
- Communicate a digital strategy and guidelines internally to employees for the studio to raise awareness of the role they can play, and how to become more involved to increase social traction
- Leverage social and digital channels to effectively nurture and track client relationships and engagement in priority sectors. Identify opportunities to improve engagement and performance
- Establish email as an effective tool to connect with, engage and inform clients that aligns with all other digital channels
- Ensure the web site is kept up-to-date at all times with regular content refresh and new content added

Measure and reporting

- Identify marketing and communication processes and responsibilities to provide clarity on creators, influencers, approvers, and executors.
- Prepare monthly updates to the leadership team with a quarterly review in conjunction with the PR and Graphics team to ensure transparency and alignment and to enable a timely response to any required change.
- Annual review of programme and ability to set annual marketing and communication strategy.

The above is not an exhaustive list of duties and you may be expected to perform different tasks within the practice.

Key Skills and Experience

- Degree qualified in a relevant communications subject or hold a CIM or CIPR professional qualification
- Copy editing

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- Minimum of five years' experience in a fast-paced communications role preferably in architecture or the built environment either as a PR or with responsibility for coordinating an external PR agency
- Experience in designing and delivering integrated marketing and communications plans with demonstrable results
- Excellent verbal and written communication skills that are clear, consistent, and tailored to the appropriate channel.
- Collaborative, organised, and proactive with a proven ability to steer key stakeholders and engage cross-functional teams on concurrent projects
- Extensive experience of content creation including thought leadership, insights, video, infographics, email, and sales enablers
- The ability to be able to reuse and reshape content for multiple channels
- Skilled in spotting a news story or marketing opportunity and able to mobilise the opportunity
- Ability to manage social channels and develop website content
- Experience in b2b event planning and logistics including industry awards, speaker slots, delegates, internal, and client events.
- The candidate will be required to establish a proactive understanding of the studio's projects and its ambitions.
- Strong attention to detail and an ability to collate data, present and report clearly on insights and trends to enable more informed decision making

Desirables

- Experience in the creation of sales enablement content including profiles, case studies, and brochures to support sales and marketing initiatives
 - A strong interest or previous experience in ESG and sustainability topics in architecture
 - Previous lead generation experience
 - Preferable degree level qualification or equivalent in English
 - Some international experience supporting marcoms beyond the UK
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