
Role Description
Marketing Comms Executive

Project number
Date
Author
Checked by

2010:07
24 November 2023
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1.0 Introduction

We are more than an architectural practice – we're a team of teams with diverse and extensive expertise. We lead projects in our unique integrated way, delivering exceptional value and a positive impact for our clients and communities.

Founded in Newcastle upon Tyne in 1953, we now have teams collaborating across the UK and internationally, with a shared commitment to our ethos of Everything architecture.

2.0 Overview

Our communications team is responsible for promoting our work, preparing proposals and for the practice's external and internal communications across various media. The team provide support in winning new commissions, developing our client service experience, ensuring our people have consistent communication and receive the relevant knowledge to enhance Ryder's reputation as a market leader.

We are looking for an enthusiastic marketing and communications professional to help shape and deliver our marketing strategy. You will have a track record of delivering marketing and communications projects and campaigns, creating engaging content and managing internal and external digital platforms and channels. This role will also deliver marketing and communications activity for a new consultancy venture.

As a key member of the communications team, you will provide expertise and proactive recommendations to inform and improve our marketing approach.

Core tasks will include the delivery of compelling digital content and the creation of targeted social media campaigns to drive engagement with our target audiences and support business development.

This exciting role will also cover wider aspects of marketing and communications, supporting colleagues in the delivery of internal communications, award submissions, corporate events, collateral creation, copywriting and proofing, and photography and filming commissions as required.

3.0 Tasks

Deliver marketing and communication activity to a high standard and demonstrate the ability to take ownership of tasks and make constant improvements based on analysis and data.

Support the management and maintenance of key websites, including uploading awards, projects, blogs and news, diversion of traffic through digital media and search engine optimisation.

Develop and deliver engaging social media content for a range of channels and platforms.

Develop, draft and proof thought leadership copy, news stories, blogs and articles.

Brief and liaise with suppliers to coordinate and manage project delivery, as appropriate – this could include graphic designers, web developers, copywriters and photographers.

Ensure a library of updated collateral and resources is maintained for use in proposal submissions.

Provide logistical assistance for events including meetings, seminars, exhibitions and trade shows, as required.

Monitor and report on the effectiveness of ongoing marketing activities.

Support marketing and communications colleagues in the delivery of internal and external comms activity, as required.

4.0

Skills

Essential criteria:

Experience in a marketing and communications role.

Excellent communication skills, both written and verbal.

Experience in using: Adobe Creative Cloud applications, including InDesign, Illustrator and Photoshop; Wordpress or other common website content management systems; Google analytics; and email marketing tools.

Experience of managing corporate social media platforms and channels.

An interest in and understanding of the architecture, built environment and/or construction sector.

Ability to create high quality digital assets and graphics, adhering to brand guidelines.

Experience of writing targeted, engaging and SEO optimised content.

Stakeholder and supplier management skills.

Practical knowledge of marketing and communications tools and techniques.

Excellent attention to detail.

Ability to manage a broad portfolio of projects.

Positive, enthusiastic, with a can-do attitude.

Committed, strongly motivated, professional and dedicated.

A strong team player and keen to work collaboratively.

Able to work under pressure and to tight timescales for delivery.

Good working knowledge of Microsoft Office.

Desirable criteria:

Educated to degree level or equivalent.

Experience of managing a website.

Experience of producing reports on KPIs, engagement metrics and digital marketing trends in order to evaluate impact and inform best practice.



Marketing and communications experience in the built environment or professional services sector.

Experience in developing and delivering social media advertising campaigns.

Experience of budget management and monitoring.