

Marketing and Communications Officer

Hours: 32 hours a week (with occasional out of hours work)

Base: Leeds

Reports to: Director of Marketing and Communications

OVERVIEW

An exciting and varied MarCom role providing comprehensive support to deliver the marketing and communications plans across the UK, Ireland and Benelux with primary responsibility across the UK and Ireland. Join an energetic team supporting staff, stakeholder and partner engagement through excellent written, digital and face-to-face communication.

You will provide internal and external marketing, communications and engagement support as part of a small, dedicated team. Duties include maintaining the website and social media platforms, managing Google AdWords campaigns, organising and managing events and exhibitions, supporting the production of publications and undertaking partner relations. You will also be responsible for a range of engagement and involvement activities including planning and organising events and meetings, developing surveys and relationship building with the public and stakeholder organisations.

Excellent communication and writing skills are essential and knowledge/experience of the IT and/or healthcare industry would be an advantage. You must also be confident and capable of working as part of team, prioritising your own workload and have experience of working to deadlines.

- Working closely with the team to provide support with communication enquiries, supporting event logistics and management and maintaining online marketing (including the website, social media and e-marketing)
- Scheduling of events/meetings/exhibitions/roadshows, organising training days, materials, workshops, venues and facilities
- Producing high quality documents, including product documentation, reports, presentations and other forms of written material to a high standard of layout and reproduction.

KEY RESPONSIBILITIES

- The organisation, management and planning of events including employee events, user group conferences, photo calls and trade show events and exhibitions (including arranging dates/venues, invitations, catering, passes, parking, material shipping and any other associated duties)
- Attend and support occasional out of hours events as required
- The creation of, ordering, distribution and display of corporate written materials
- Ensure that members of the marketing and communications team are informed of relevant matters and events
- Update website, intranet and social media with new content under the guidance of the marketing and communications team
- Managing Google AdWords and Analytics accounts making optimum use of online marketing resource
- Monitor generic email accounts and ensuring messages are responded to promptly and appropriately
- Monitor and maintain levels of stock materials and equipment needed for events and the sales team
- Provide monthly reports on utilisation and effectiveness of communication channels
- Monitoring and reacting to UK and IE social media sites (and Benelux sites where necessary), alerting senior team members to any areas of concern or that require a response



- Creating and circulating the internal newsletter with current news and insight
- The creation and circulation of our quarterly stakeholder newsletter
- Working with our graphic design company on the development of graphics (within budget and deadline)
- Working with the website and animation companies for developing the website and new video creations (within budget and deadline)
- Provide cover for team members during periods of annual leave or busy periods
- Establish, develop and maintain good working relationships with staff internally and in stakeholder organisations.

The role will be office based, with occasional travel to other company offices, customer sites and events as and when needed.

ESSENTIAL SKILLS

- Experience of working in a relevant communications role
- Experience of simplifying complex information into understandable plain English
- Experience of working with Google AdWords and Google Analytics
- Excellent presentation skills, including a detailed knowledge of PowerPoint and other presentation tools
- Experience of developing a variety of multimedia content
- Experience of managing detailed documentation and literature
- Be a creative thinker with a strong visual eye and attention to detail
- Be confident when working with senior people across the business and partner organisations
- Strong team work ethic but also possesses the ability to work autonomously on projects
- Strong written and communication skills.

DESIRABLE SKILLS

- Fluency in French and/or Dutch would be extremely advantageous
- A strong technical understanding
- Experienced in Photoshop and Illustrator
- Previous experience gained within either the IT or healthcare sector.

ESSENTIAL QUALIFICATIONS/EXPERIENCE

- Full EU driving licence

G2 Speech provides a competitive salary and pension programme.

