

## SECTION 1 : JOB DESCRIPTION

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|----------------------|--|---------------------|----------|
| <b>JOB TITLE:</b>    | Senior PR & Marketing Executive                        |                     |          |
| <b>SERVICE AREA:</b> | Marketing  |                     |          |
| <b>DIVISION:</b>     | Group  |                     |          |
| <b>GRADE:</b>        | 4 - £27,741 up to<br>£32,234 pending job<br>evaluation | <b>NO OF POSTS:</b> | 1        |
| <b>ID REF:</b>       | tbc  | <b>DATE:</b>        | Oct 2021 |

### 1. JOB PURPOSE:

- 1.1 To support the Director of PR & Marketing in the delivery of a professional, customer focussed, outcome-oriented marketing and PR function for Acivico Group, individual Acivico business units and the Constructing West Midlands (CWM) framework.
- 1.2 The role will cover all aspects of external and internal PR, communications and marketing activity including media relations, editorial and other copywriting, social media activity, online marketing, the creation of marketing literature and other collateral, internal comms and CSR related marketing.
- 1.3 Some crisis communications experience would also be useful but this is not essential.

### 2. DUTIES AND RESPONSIBILITIES:

- 2.1 The PR & Marketing Manager will have responsibility for:
  - helping to maximise positive PR and marketing opportunities for the business
  - delivering what has been agreed on time, to standard and on budget
  - meeting editorial and other deadlines
  - preparing material for PR & marketing reports as required by the PR & Marketing Director
  - maintaining the highest standards of work and professionalism when acting on behalf of Acivico Group, Acivico businesses and the CWM framework.
- 2.2 The PR & Marketing Manager will have responsibility for the delivery of specific projects within the PR and marketing programme (as agreed with the PR & Marketing Director) as well as providing the ongoing support required to deliver external and internal PR, communications and marketing activity for the business.



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|-----------------|---|--------|
| <b>Ability</b>  | projects/campaigns and to deliver objectives on time and on brief with minimum supervision  |        |
|                 | Copywriting: an ability to draft copy for marcoms and editorial purposes  | AF & T |
|                 | Strong social media skills on B2B platforms including LinkedIn, Twitter and YouTube   | AF & I |
|                 | Good evaluation and reporting skills  | AF & I |
|                 | Ability to deliver a consistently high standard of work in a fast-paced environment   | AF & I |
|                 | Strong organisational skills, with the ability to prioritise work and to work to deadlines  | AF & I |
|                 | Good interpersonal skills with the ability to communicate with different audiences up to (but not including) Board level and to respond professionally and promptly to colleagues | AF & I |
|                 | Ideally a good working knowledge of Click Dimensions or similar e-marketing software  | AF & I |
|                 | Good working knowledge of Microsoft Office including PowerPoint, Word and Outlook   | AF & I |
| <b>Training</b> | Commitment to ongoing CPD   | AF & I |