

Marketing Co-ordinator

Generic title	Co-ordinator
General Description	<p>Capturing and curating authentic stories that make people feel something is right at the crux of our marketing and communications purpose. At Morgan Sindall Construction, our purpose is to create inspiring places that enhance the communities in which we all live, learn, work, play, care and protect. It is finding and amplifying the stories in our business that evidences this purpose that helps make Morgan Sindall unique.</p> <p>The marketing co-ordinator role, reporting to the marketing manager, is one which will enable wider and deeper capturing, curation and dissemination of marketing content to support both the Central & West, and East regions, strategic business plans.</p> <p>The four key elements of the role will include:</p> <ul style="list-style-type: none"> • Evidence journalism <i>capturing the innovations, stories, data and facts that bring projects to life, saving them on Goldmine and amplifying them externally</i> • Content curation <i>from case studies to blogs, awards submissions to white papers, copyrighting will be a key part of creating rich content for our channels and bids</i> • Communications <i>supporting the internal and external amplification of our best stories through the intranet, website and eNewsletters along with our PR Agency</i> • Design and digital <i>using existing branding to bring together designs across the Adobe Creative Suite including graphics, case studies, images and video</i>

Competencies

Achieving Results	Will set goals for self in own work environment Demonstrates enthusiasm for the job
Analytical thinking and decision making	Using personal experience and systematic approach to arrive at decisions on straightforward issues
Communication	Communicates positively with clarity and understanding Presents information in a structured way Demonstrates confidence when communicating in own subject
Dealing with change	Positive attitude to change when presented Contributes to change in own area of work
Teamwork	Contribute to the overall team objectives Understand how to be part of a team Regularly cooperate with team members
Leadership	The capacity to assume some position of influence within a team
Managing resources	Works effectively within time and budget constraints set by others Looks to complete on schedule and recover slippage
Negotiation	The ability to discuss and agree priorities
People Development	Can respond within tested frameworks of development to identify own needs Uses personal experience to build own skills

Role definition

Summary of role	Support the preparation and implementation of internal and external communications activity undertaken by Morgan Sindall Construction across two of our construction regions. Supports the local marketing and communication activities in line with the Construction communications and marketing plan.
Responsibilities and accountabilities	<p>To support in the design and assist with the delivery of a range of external and internal communications activities throughout the year.</p> <p>To support the creation of PR activity where required covering Morgan Sindall Construction's business.</p> <p>Develop local marketing materials and support local customer events</p> <p>Provide comprehensive support to the Regional Marketing and Communications Manager in the creation and delivery of effective internal and external communications strategies and platforms as well as undertake the tactical delivery of communication activity across Morgan Sindall.</p> <p>Develop, co-ordinate and help deliver key communication and marketing materials across the region, ensuring that activities are effective, relevant and in line with the wider Morgan Sindall Construction brand. Such activity will include, but not be limited to: Lead the creation and delivery of the regular TeamTalk internal notifications, ensuring that information is requested from the business, relevant content is included and that the medium is issued on time every time to the highest quality, support the creation and delivery of announcements to employees and support the creating and delivery of specific communication campaigns e.g SHEQ initiatives</p> <p>Manage the data input of case studies, evidence, quotes and CV's on Goldmine to support work winning activities</p> <p>Visit flagship projects around the region to capture the best practices, innovation, sustainability and social value initiatives, using this to create data for Goldmine and externally wrapped content.</p> <p>Identify our best stories (customer excellence, technical brilliance, sustainability prowess) and support the creation, or inspirational films for publishing on our YouTube channel and those that can support work winning.</p> <p>Identify our best completed projects for which key awards can be submitted (Building Magazine, Construction News, Insider, LABC, Constructing Excellence, etc).</p> <p>Support the collation of press releases, and reactive media lines in conjunction with the wider management team</p> <p>Support the collation and delivery of content for Morgan Sindall's social media sites and feed this through to the Morgan Sindall Construction communications team.</p> <p>Play a supporting role in the identification and sharing of content, both internally and externally</p> <p>Challenge the impact and effectiveness of existing internal and external communication channels, making recommendations for improvement</p> <p>Support in the creation of a suite of sector specific business promotional material, and identify opportunities to expand and develop material further</p>

Qualifications, training and technical knowledge	<p>At least two A-levels or equivalent, as well as a GCSEs.</p> <p>Experienced in working on both internal and external communications activity with a good knowledge of a broad range of internal and external communication media including intranet and social media technologies</p> <p>Excellent written communication skills with the ability to simplify complex concepts</p> <p>Good project management skills and experience, with the ability to manage and deliver a number of events and work streams in parallel</p> <p>A creative flair and passionate about creating new designs</p> <p>Strong proofreading and editing skills</p> <p>Digitally and social media proficient with an ability to suggest new ideas</p> <p>Ability to use Adobe Creative suite of applications (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects – wherever possible)</p>
Attributes and skills	<p>Creative flair and willingness to challenge designs</p> <p>Ability to manage a given list of tasks</p> <p>Ability to work under pressure and a flexible attitude to work</p> <p>Ability to work well either alone or as part of a team</p> <p>Good writing, analytical and problem-solving skills</p> <p>Ability to follow oral and written instructions</p> <p>Ability to handle situations and problems</p> <p>Know when to ask for help and guidance</p> <p>Resilient, mature and comfortable working in an environment which is dynamic</p>