

# MARKETING MANAGER

JOB DESCRIPTION  
FEBRUARY 2018

## PURPOSE

Work closely with senior members of the practice, to regularly obtain information from projects to continuously improve and update the practice's publicity information.

**Reports to:** Directors

**Location:** London

## OVERALL RESPONSIBILITY

### BIDS

- > Support the management in project acquisition through preparation of bid documents (responses to RFIs, RFQs, RFPs, RFTs, PQQs) and ensuring delivery of the highest standards on time.
- > Identify, research and evaluate opportunities, and consult on submission strategy.
- > Produce bid submissions and deliver proposals by liaising with internal and external contributors
- > Manage bid library; oversee maintenance of bid assets and communication materials.

### MARKETING

- > Coordinate marketing activities and develop strong marketing messages in line with business development objectives to ensure their consistent delivery.
- > Produce company reports, brochures, CVs, publications, as well as copy for projects.
- > Produce presentations for pitches and speaking engagements
- > Produce research and required marketing materials to support business development.
- > Manage and create content for website and intranet.
- > Work with external Communications agency, Concrete Communications, to implement the social media strategy and drive engagement.
- > Manage requests for publications, lectures, interviews, exhibitions, etc
- > Coordinate and commission project and staff photography in line with agreed briefing document.

### PUBLIC RELATIONS

- > Produce and submit award submissions; conduct documentation and planning, and as well as monitor new award opportunities.
- > Drive and manage PR efforts of PR agency, Belford Communications.
- > Produce and manage marketing materials to support PR opportunities.
- > Maintain the press clippings library.

### BRAND GUARDIAN

- > Ensure Flanagan Lawrence corporate brand identity is consistently and clearly communicated across all platforms and channels, and highest client experience is achieved.
- > Prepare graphics related work in developing the company's branding.
- > Develop and implement the graphics standards across the practice.
- > Prepare, manage and update the range of document templates required by the practice.
- > Provide training and instruction as necessary to assist and encourage the use of the practice's graphics standards and information systems.
- > Manage and update the company's image libraries.

## KEY SKILLS & QUALITIES

- > Excellent IT knowledge and skills: Indesign skills are a necessity; as are Photoshop and Microsoft Office. Illustrator and Wordpress competency is also desirable.
- > Excellent time, planning and project management skills
- > Excellent communication skills, both written and verbal
- > Excellent people skills
- > Multi-tasking
- > Work successfully on own initiative
- > Leadership
- > Able to handle demands, targets, guidelines and highly pressured situations