

<b>ROLE PROFILE</b>	
<b>Job title:</b>	Marketing and Communications Executive
<b>Department</b>	MarComms
<b>Grade</b>	C
<b>Reporting To</b>	MarComms Manager
<b>Hours</b>	Monday to Friday 35 hours per week, core hours of 10:00-16:00, flexibility outside core hours as agreed with manager (There may be a requirement to work additional hours for the proper performance of the role. No additional payment will be made for any additional hours worked.) Working from home as approved by manager plus flexible hours.
<b>Location</b>	Central London
<b>Role Purpose</b>	
To support the delivery of the Engineering Council's marketing and communications strategy, internally and externally.	
<b>Key tasks and duties</b>	
<ul style="list-style-type: none"> <li>• Contributes to the development and delivery of the organisation's marketing and communications strategy.</li> <li>• Develops, maintains and arranges production of the EngC's library of marketing collateral.</li> <li>• Sources and publishes suitable registrant case studies.</li> <li>• Delivers effective, regular communications with PEIs (including maintaining accurate contact details) through workshops and digital channels.</li> <li>• Manages the Marketing inbox, dealing with queries received in line with organisational KPIs.</li> <li>• Delivers internal communications for the EngC via its digital channels.</li> <li>• Along with the rest of the team, maintains the EngC contact database (including media contacts, PEIs and other stakeholders)</li> <li>• Provides copywriting and accurate proof reading for marketing and communications materials .</li> <li>• Organises the delivery of internal and external events, including marketing workshops and seminars.</li> <li>• Liaises with external suppliers (eg printers, event venues and caterers) and manages relationships with them.</li> <li>• Monitors use of the EngC's brand and (supported by the MarComms Manager) contributes to developing the brand.</li> <li>• Provides Secretariat to the Marketing Advisory Group.</li> <li>• Supports the activities of other departments/projects within the Engineering Council, carries out ad hoc marketing activities and undertakes other duties/tasks as directed by the MarComms Manager.</li> </ul>	
<b>Line management responsibilities</b>	None
<b>Delegated Authorities</b>	Supervising external suppliers as agreed with the MarComms Manager
<b>Internal contacts</b>	All EngC staff

<b>External Contacts</b>	Institution staff and volunteers; EngineeringUK staff, RAEng staff, external suppliers
<b>Financial Responsibility</b>	None

<b>Person specification:</b> Including competencies, academic achievement, professional qualifications, skills, abilities, etc. needed for the role.	
<b>Key technical skills – role specific</b>	<ul style="list-style-type: none"> <li>• Demonstrable understanding of theoretical marketing concepts and marketing mix.</li> <li>• Ability to develop and carry out marketing activities</li> <li>• Ability to write copy/demonstrable proof reading skills</li> <li>• Experience of liaising with external suppliers</li> </ul>
<b>Other essential skills / requirements</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills, both written and verbal, including good presentation skills</li> <li>• High degree of IT literacy including standard Office packages</li> <li>• Excellent organisational skills</li> <li>• Highly developed interpersonal skills with a lively and enthusiastic approach</li> <li>• Able to demonstrate good attention to detail</li> <li>• Good time management skills with the ability to prioritise and the flexibility to respond positively to changes in priority and deadlines.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a marketing role</li> <li>• Experience of working with professional membership organisations and/or not-for-profit enterprises</li> <li>• Experience of undertaking research and writing reports (desirable)</li> </ul>
<b>Key Behavioural Competencies</b>	<ul style="list-style-type: none"> <li>• Team working: ability to develop effective working relationships across various functions within the Engineering Council</li> <li>• Confident and proactive</li> <li>• Committed to achieving high standards of work, continuous improvement and personal development.</li> </ul>
<b>Qualifications</b>	Has gained or is studying towards a recognised marketing qualification Membership of a relevant professional body.

## Benefits

28 days holiday plus bank holidays  
 Contributory pension scheme, 10% employer/5% employee  
 Life assurance  
 Dental and health insurance (after six months)  
 Season ticket loan

## Next Steps

If you are interested in applying for this vacancy please send your CV and a covering letter setting out your suitability for the role to [hr@engc.org.uk](mailto:hr@engc.org.uk)