

Marketing Administrator

London

Purpose of job:

We are looking for a Marketing Administrator to join our central Marketing team based within our London office, reporting directly to our Senior Events Coordinator.

This is a full-time role supporting our core team and national network of offices, covering a broad range of marketing activities including, events, sponsorships, data analytics, bids and communications.

The role would suit a self-motivated individual with knowledge of events coordination, the bidding process, and/or B2B marketing, who is keen to build strong working relationships across the Partnership.

Applicants will ideally have worked in a similar role as part of a marketing team, or as an experienced administrator used to working to tight deadlines and a high standard of delivery.

Five days in the London office will be required with opportunities to work hybrid from home upon successful probation.

Duties and responsibilities:

- + Work closely with the Senior Events Coordinator to prepare and circulate calendar invites for key events
- + Assist with the administration and coordination of hotel and travel bookings
- + Support the Senior Events Coordinator to organise events and attend (where required) as part of the TB+A contingent
- + Collect data and metrics related to event success (attendance, engagement, lead generation) and provide post-event analysis and feedback to the team for future event improvement
- + Provide admin support to promote annual events and raise profile
- + Assist with the distribution of bids notices and coordinate bids responses with the relevant design teams
- + Gather and submit content for internal e-newsletter in preparation for monthly publication
- + Assist the Senior Communications Coordinator & Marketing Administrator to plan social media content for upcoming calendar events and campaigns
- + Contribute to social media content and engagement
- + Join weekly marketing team meetings and update on current actions and deliverables
- + Generate and develop content for publication across our website and intranet
- + Provide general admin support to the central Marketing team, as and when required
- + Update the Marketing toolkit in line with brand guidelines, as and when required

This list is not exhaustive, and we would expect the successful candidate to be willing to undertake other tasks, as and when required.

Training programme requirements:

- + Commit to goals and objectives of a career development programme including attendance of in-house and external technical and non-technical training
- + Commit to achieving or maintaining professional status through the relevant professional institution

Person specification:

| | Essential | Desirable |
|---|---|---|
| Knowledge | <ul style="list-style-type: none"> + Basic knowledge and interest of events, marketing and bids + Developing and nurturing external partnerships in the delivery of projects and events + Demonstrable experience in running events from conception to completion + Works in a methodical way to assist in the administration and production of marketing materials + Understanding of social media channels + Liaising with engineers across the Partnership to collate technical content and responses for bids + Liaising with individual Business Unit Administrators to maintain current and consistent imagery and project related information for the Marketing toolkit + Proficient and accurate typing with attention to detail | <ul style="list-style-type: none"> + Experience in tracking and reporting data + Basic knowledge of Adobe packages including In-design, Photoshop and Illustrator |
| Skills | <ul style="list-style-type: none"> + Planning, executing, and monitoring projects from start to finish + Experience of co-coordinating across teams and various workstreams + Able to produce accurate, clear and well written material in a timely manner + Excellent IT skills including a good working knowledge of Microsoft Office including Word, Outlook, Excel and Powerpoint + Flexible approach to supporting the activities across the UK + Excellent team working and interpersonal skills + Ability to multi-task and adhere to tight deadlines, good time management + Excellent communication skills and confidence to communicate with all levels of seniority + Proficient in tracking expenses and staying within financial guidelines | <ul style="list-style-type: none"> + Basic use of Adobe packages including In-design, Photoshop and Illustrator + Analysing event data to identify trends, measure success, and make data-driven decisions + Developing unique and memorable event experiences |
| Experience, qualifications and prospects | <ul style="list-style-type: none"> + Previous experience of working in a marketing team or admin role in a busy office environment | <ul style="list-style-type: none"> + Experience of working in a standalone admin role + Experience of working in an Engineering consultancy or Partnership environment |
| Attributes and personal characteristics | <ul style="list-style-type: none"> + Self-motivated and enthusiastic + Excellent communicator + Accurate + Organised + Commitment to maintaining high quality standards and excellent attention to detail + Willing to learn + Discrete when dealing with confidential and sensitive data/information + Calm and unflustered when under pressure + Flexible attitude to work + Proactive team member + Works on own initiative and highly self-motivated + Approachable and personable | <ul style="list-style-type: none"> + An interest in developing a role within the marketing team, that covers multiple workstreams |