Job Description

Job Title	Marketing Executive
Department	Marketing
Location	Romford with occasional business travel to other sites
Reporting to	Group Head of Marketing
Line Manager to	N/A
Key Relationships	Marketing team, divisional heads, sales team, external agencies

The information given below is intended to provide an understanding and appreciation of the workload of the job and its role within Lakehouse. The job description outlines the main purposes in general terms only and is not intended to be prescriptive.

You may be required to carry out other duties in order to commensurate with the post. This will not change the character or purpose of the post but will be necessary to maintain high standards of business practice. The post-holder will be expected to participate in developing Lakehouse Quality Standards.

This job description, through Business reasons, may be altered from time to time to meet the changing needs of the Company.

Purpose of the Role/Role Overview:

To challenge for the leading industry awards through a high standard of written awards submissions and responsible for co-ordinating our attendance.

To maintain positive relationships across the Group and gather information regarding contract details, company developments and good news stories to assist in the ongoing delivery of effective communications.

As a member of the Marketing Team you will work both internal and external stakeholders to co-ordinate and manage successful marketing campaigns and corporate events.

General Duties/Key Responsibilities:

1. Supporting the Group Head of Marketing in delivering the Marketing and Communications strategy
2. Developing quality submissions for leading industry awards through excellent writing, research and communication skills
3. Co-ordination of award ceremonies and events attendance, including liaison with organisers, clients and staff
4. Organisation of corporate exhibitions and events such as CIH South East Conference and Exhibition. This includes stand design and build, networking reception, accommodation and travel. Track associated budget spend. Attendance where required
5. Managing the Group website and elements of the company intranet to ensure our communications are fresh, relevant and impactful
6. Managing our social media channels - Twitter, YouTube and LinkedIn and growing our online engagement and effectiveness. Handling any potential customer service issues on social media
7. Working with our design team in the production of promotional films covering a range of subjects
8. Define and create content for our monthly online staff communication. Gather news stories from across the Group and select relevant imagery
9. Obtaining quotes and liaising with suppliers to oversee production and delivery of marketing deliverables

10. Liaising with staff and external agencies to deliver professional services such as photography and print production, on time and on budget
11. To maintain a good understanding of the database software used for the delivery of marketing campaigns
12. Working with the Marketing Apprentice in a coaching capacity to develop their skills and oversee day to day workload
13. Responsible for general Marketing budget administration
14. Managing the Groups hospitality requirements

PERSON SPECIFICATION **Job title: Marketing Executive**		
CRITERIA	**E or D***	**S or I****
KNOWLEDGE • Good IT understanding particularly MS Office. • Proficiency in Acrobat, Creative Suite, Sales Achiever would be an advantage • Knowledge of the construction industry / public sector	 E D D	
SKILLS AND ABILITIES • Excellent copywriting skills. Ability to write clear and persuasive communications across a range of construction and corporate subjects • Very good organizational and time-management abilities. Ability to work to tight deadlines, under pressure. • Excellent attention to detail • Good verbal communicator across all levels of company	 E E E E	
EXPERIENCE • Worked in a busy marketing / creative environment • Track record of good relationships with senior personnel • Comfortable liaising and directing external professional agencies	 D D D	
QUALIFICATIONS • Educated to A Level standard • Marketing / Communications / Journalism / PR / English / Advertising degree or comparable professional qualification	 E E	
***E = essential criteria D = desirable criteria** ****S = short listing criteria I = interview criteria**		