

**Marketing Coordinator**

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**Role** The Marketing Coordinator is a member of the wider Business Development team coordinating the promotion of the practice across sectors and locations. The role's primary focus is on communicating Bennetts Associates - the practice, its work and its people – internally and externally, implementing the Marketing and Brand strategy to maximise the presence of Bennetts Associates in market and industry media and to develop a cohesive internal communications programme.

Supporting all Marketing functions of the practice, the Coordinator's principal remit in respect of projects covers all stages from planning approval to post occupancy. The Marketing Coordinator works closely with the Business Development Manager and our PR & Communications consultant and reports monthly on all marketing efforts by internal and external parties.

**Responsibilities****Public Relations**

Develop each project's key messaging. Work closely with Project Architects and administrators to ensure marketing materials are produced at key milestones and are communicated externally.

Act as a day-to-day point of contact with our PR consultancy firm, inform them of project updates, flag up media opportunities and seek consultation on potential PR activities from project teams.

Organise the events programme hosted by or attended by Bennetts Associates staff implement the Business Development efforts of the practice. Liaise with organisers of events and exhibitions to maintain strong client and industry relations and ensure the practice is successfully represented.

Coordinate and foster relations with practice sponsorships, industry groups and partners, and develop ideas for new media partnerships; assess relative successes and benefit to the practice.

**Creative**

Create all marketing assets for external distribution and digital marketing campaigns. Liaise with Project Architects, Business Development Manager and management to identify key shots, films, graphics and text for marketing.

Oversee and update all profile information for completed and current projects, both online and offline. The profile includes the practice's website, social media channels, secured press coverage, digital media

profiles, key copy, project sheets, staff CVs, content for events, and in-house office displays

Coordinate photography, film and graphics commissions for Bennetts Associates' projects and events, propose briefing strategies and liaise with creative agents to capture the desired messaging. Manage the service level agreements and copyright licences.

Coordinate and create supporting content for events either hosted or represented by Bennetts Associates.

Monitor award opportunities; plan and propose an annual submissions programme. Submit award entries and coordinate content production alongside project leaders to maintain existing success rate.

Feed press coverage, media engagements and practice news to the internal newsletter and social media team. Collate analytics data for website and social media platforms, implement SEO and report on competitors' presence on all media.

Manage the online image database and provide guidance and training to the rest of the practice as required.