

JOB DESCRIPTION

Job Title	Brand, Events and Communications Specialist
Reports To	Head of Strategic Marketing and Communications
Function	Business Development (Marketing)
Version/Date	New – May 2023

Job Purpose

Reporting to the Head of Strategic Marketing and Communications, the Brand, Events and Communications Specialist coordinates many aspects of marketing activities with a focus on brand, communications and event management for both Pearson Engineering and Responsive Engineering.

Key Responsibilities

Responsibilities include:

1. Contributing towards the successful development of the Pearson Engineering and Responsive Engineering brands, developing relevant positioning, campaign messages and associated materials for delivery across traditional and digital media.
2. Delivery of external events, including working with a range of suppliers and partners to optimise brand presence, lead generation potential, floor space, stand design and marketing materials.
3. Supporting the design, definition and delivery of activities that further our social impact, working with a wide range of company stakeholders and external partners to contribute positively to our communities.
4. Using research to support internal communications, managing content for our intranet, preparing internal newsletters, delivering internal events and supporting social activities.
5. Co-ordinating promotional and brand activities to support marketing objectives set by the Head of Strategic Marketing and Communications, working with external partners such as agencies, media publications and trade associations to produce effective materials to position the company's brand externally.
6. Compiling and distributing marketing and communications materials including:
 - Preparing marketing literature such as brochures, flyers and product sheets alongside our Multimedia Designer
 - Content creation and curation, generate photography, video and story-based content for external communications
 - Maintain a current media library of photographs and videos
 - Writing and proofreading creative copy, producing multimedia copy

7. General marketing activities including but not limited to:

- Providing updates to the Head of Marketing Strategy and Communications to report on Marketing activities
- Work with external suppliers such as translators to provide necessary documentation when needed
- Provides support on travel and accommodations for the Business Development & Marketing teams associated with events
- Any other related duties

Qualifications/Skills

- Bachelor's degree, preferably in Marketing or a related subject
- Qualification from the Chartered Institute of Marketing, or similar (Level 4 or above)
- Strong written and verbal communication skills
- Initiative & ability to build strong working relationships
- Ability to collate ideas and develop content
- Ability to self-manage, prioritise workload and meet deadlines whilst maintaining a high attention to detail

As a defence contractor, we have a number of security obligations placed upon the Company, which means that all our staff, must be able to successfully achieve the relevant security clearances.

Working Conditions

Typically, office based (80%) but attends external events and exhibitions as required (1-3 times per year on average)

Attendance at events may be required both in setting up and managing the live event and supporting the Business Development team at exhibitions.