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## Summary of Role

<b>Job Title:</b>	Communications Manager
<b>Reporting to:</b>	Deputy Chief Executive
<b>Hours:</b>	Monday – Friday 9:00am – 5:00pm – flexible hours considered
<b>Location:</b>	6-8 Bonhill Street, London, EC2A 4BX
<b>Salary:</b>	£45,000 - 50,000 subject to experience
<b>Application Deadline:</b>	ASAP by email to <a href="mailto:Careers@BuildUK.org">Careers@BuildUK.org</a> including CV and supporting statement setting out in no more than 300 words why you are the best person for the role.

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Build UK is the leading representative organisation for the UK construction industry. Offering influential and dynamic leadership, Build UK is transforming the delivery of construction projects for the benefit of the industry, its clients and the UK economy. Representing more than 40% of UK construction, Build UK creates the conditions for supply chains to thrive by delivering change on key industry issues.

Our friendly team is based in offices in Bonhill Street (EC2A 4BX) where we have a vacancy for an experienced and motivated **Communications Manager** who will develop and deliver our marketing and communications strategy and lead high profile campaigns, meetings and events.

## About the Role

This exciting and rewarding role is vital to the delivery of Build UK's strategic priorities, involving developing and managing the Build UK brand, generating a wide range of external and internal communication material, and overseeing relationships with Build UK members, the national and trade press, and external stakeholders. The right candidate will drive first-class, engaging communications that make a positive and visible impact on the presence and profile of Build UK within the construction industry. The role includes line management responsibility.

You would be expected to develop an in-depth understanding of the business of Build UK and its members and be capable of developing strategic solutions. You will be extremely confident and dynamic, have the ability to prioritise a demanding workload, project a professional image and have outstanding written and verbal communication skills.

## Result Areas

- Increased profile of Build UK and effective communication with members
- Professional and consistent 'look and feel' for the Build UK brand
- Increased presence on web and social media
- Co-ordinated and regular contact with national and trade press
- Successful and engaging meetings and events
- Effective relationships with external stakeholders, service providers and sponsors
- A valued contributor to the Build UK management team

# Communications Manager

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## ***Communications***

- Developing and implementing marketing and communications strategy for Build UK
- Overseeing Build UK corporate identity and use of the Build UK brand, ensuring co-ordination and quality control for all communications
- Driving the promotion of the Build UK brand in the industry
- Developing policy communications, including identifying key messages and managing campaigns that deliver change in the construction industry
- Managing proactive and reactive press functions and acting as spokesperson for the organisation, including dealings with the national and trade press, and monitoring Build UK media coverage
- Initiating, creating and producing accessible content that positions Build UK as a forward-thinking representative organisation, including press releases, articles, newsletters, speeches and quotes
- Supporting the senior management team with content for lobbying and networking purposes and providing advice to the team to support the delivery of Build UK projects

## ***Marketing***

- Designing and managing the delivery of Build UK's digital strategy, including web development, email distribution and social media
- Improving end-user web experience including site content and navigation
- Managing partnerships with sponsors to support the delivery of new member benefits and additional income
- Overseeing a wide range of meetings and events from concept to promotion and successful delivery
- Producing membership information, promotional material and web content with support of external design team
- Tracking marketing and communication strategy results including data analysis and other feedback
- Managing staff, ensuring delivery of organisational priorities including day-to-day deliverables, objective setting and performance reviews

## **Knowledge & Experience**

- Educated to degree level or equivalent with outstanding and dynamic written communications and presentation skills
- Experience in providing communications support to senior management level
- Extensive and demonstrable experience of marketing and communications strategy and media channels
- Creative marketing generalist who is experienced across the full marketing spectrum
- Experience of delivering projects and events to strict criteria and timescales
- Excellent stakeholder management skills and capable of building strong working relationships
- Independent and driven with an ambition to build, grow and develop the Build UK brand
- The ability to operate in a fast-paced environment and understand Build UK's target audience
- Highly organised with excellent attention to detail is essential

## Build UK Core Values

- **Corporate Image** - Ensuring commitment and attention to detail with a particular focus on the consistent and professional appearance of Build UK at all times
- **Credibility** - Delivering honestly and effectively each and every time whilst having the confidence to say that more information is required before an answer can be given
- **Innovation** - Being prepared to take risks and make decisions that push traditional boundaries
- **Delivery** - Taking ownership and responsibility for tasks, preparing for all eventualities and seeing commitments through to the end
- **Team** - Playing to the team's strengths and providing encouragement and support to colleagues as well as debriefing effectively and learning lessons with a view to continuous improvement