

ROLE PROFILE

Job Title: Marketing and Communications Assistant Location: London
Reports to: Director of Marketing & Communications Division/Dept: Marketing & Communications

Summary of the Role's Main Purpose

This role supports the Marketing and Communications team (MarComms) to deliver projects that reach key internal and external audiences with the right message and brand experience at the right time. Supporting the delivery of the SEGRO respected events programme is a core part of role. The role will also support the Director of Marketing and Communications in day-to-day activities.

Principal Accountabilities

Team Support

- **PA Support:** Manage and prioritise the diary of the Director of MarComms providing project support where required.
- **Diary coordination** for invites to larger team meetings.
- **Procurement coordination:** Setting up new suppliers, raising Purchase Orders and processing invoices for payment, in alignment with MarComms budget.
- **Data and management:** Coordinating marketing databases and assisting the team to develop our database capabilities.
- **Team development:** Researching and organizing team building and learning sessions.

Marketing Project Support

- **Content creation:** Supporting creation of online property pages and corporate webpage optimisation.
- **Presentations:** Editing and creating PowerPoint presentations.
- **Project planning:** Establishing and owning a forward-looking schedule of key team activity to ensure synergy spotting and effective workforce planning.
- **Major projects:** Supporting the coordination and delivery of major projects, including administration, planning, and creative concept feedback.
- **Event coordination:** Managing strategic events planner. Assisting in the planning and execution of internal and external events to include on the day support.
- **Property marketing:** Assisting with sales collateral production and rollout.

Core Areas of Knowledge, Skills & Experience

- Previous experience within a MarComms or BD environment with an understanding of customer journey.
 - Ability to liaise with all levels within the Company, Board Members, external clients.
 - Demonstrable experience of working with external agencies/providers successfully.
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- Strong MS outlook, excel, word & presentation tools such as PowerPoint and Indesign.
 - Team player with flexible attitude to responsibilities and changing priorities.
 - Excellent organisational skills and ability to prioritise.
 - Effective communication and assertiveness skills.
 - Excellent attention to detail.
 - Good influencing skills.
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Date of completion: October 2024