## Job Description

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| Title | **Marketing and Communications Manager** |
| Location: | **Norwich** |

### Background

An excellent opportunity for an experienced Marketing and Communications Manager to implement their knowledge and creative thinking in a challenging, fast paced and growing business to support the promotion and growth of Beattie Passive products across multiple sectors.

Beattie Passive is an innovative, award winning technical and construction company based in Norfolk and operating nationally. This is an exciting opportunity to join an expanding company that is leading the way for new build, modular and retrofit Passivhaus developments. This role presents an opportunity to be part of a forward thinking, fast moving company.

Contact enquiries@beattiepassive.com for more information.

### Reporting Arrangements and Main Contacts

The Marketing and Communications Manager will be accountable to the Directors of Beattie Passive, reporting directly to the Director of Strategy and Development.

### Main Tasks and Accountabilities

1. Work under the direction of the Company Directors and Director of Strategy to help reach the company's marketing goals and objectives
2. Research market trends, demographics, and other relevant information to inform and develop marketing plans
3. Lead on the development of a robust and consistent Social Media programme
    a. Identify and monitor social media programme
    b. Maintain social media accounts
    c. Track social media engagement
4. Lead the development and delivery of Beattie Passive's marketing strategy
    a. Planning and implementation of clear, targeted and consistent marketing strategies
    a. Creating promotional materials, including brochures, newsletters, blogs, short films, website content and marketing copy
    b. Write regular press releases and editorial content
    c. Organise events
    d. Write award submissions
5. Develop strategies to support key income streams
6. Develop strategic relationships with key internal and external stakeholders
7. Ensure that our brand message is strong, consistent and in line with our vision and values
8. Undertake detailed analysis of data generated on marketing efforts to deliver regular in-depth reports on research findings through written documents and verbal presentations
9. Support on wider company commitments as required