

HEAD OF MEDIA & MARKETING COMMUNICATIONS - JOB DESCRIPTION

Background

The UK Green Building Council (UK-GBC) is a charity and membership organisation which campaigns for a sustainable built environment. UK-GBC has a diverse membership of more than 400 organisations spanning the entire built environment. The majority are from the private sector, but we also have public and third sector members.

Our Mission is to radically improve the sustainability of the built environment, by transforming the way it is planned, designed, constructed, maintained and operated. We do this in a variety of ways including: influencing government and policy, inspiring best practice and leadership in the industry, and improving our members' sustainability performance. Our ultimate vision is a built environment that enables a high quality of life for people, within the limits our planet can support.

UK-GBC's unique characteristics include our cross-industry representation right across the built environment supply chain; our focus on collaboration, innovation and leadership; our solutions-driven approach; and our ambition for radical transformation.

Purpose of the role

The Head of Media & Marketing Communications is a new and very important role within UK-GBC, with a place on the Senior Management Team, and reporting directly to the Chief Executive. The role will cut across all the different functions of UK-GBC, working particularly closely with the Campaign & Policy Director who retains a cross-cutting responsibility for communications, and liaising with senior individuals responsible for learning and development, and industry research, to create a powerful and consistent narrative that underpins UK-GBC communications with key stakeholder groups - including members, government, media and wider industry.

The role is absolutely critical to UK-GBC's success in striving for a more sustainable built environment. As a mission-led organisation, everything we do has a strong communications dimension to it with a view to influencing, inspiring and impacting on others to do things differently.

Responsibilities

Specific responsibilities include:

- Drive an ambitious, innovative and integrated communications strategy around the benefits of green building in the UK, drawing from the extensive expertise within the UK-GBC team and the wider membership, as well as a variety of other stakeholders and partners.
- Support the successful delivery of UK-GBC's programmatic activities through targeted marketing collateral, press and social media, and oversee the delivery of a varied and high impact calendar of events.
- Raise the profile of UK-GBC's brand within the marketplace, reinforcing the existing brand identity and associated messages in terms of purpose, values, value proposition, mission and vision.

- Manage all proactive and reactive media relations, including developing strong relationships with national and industry press contacts, as well as supporting senior management team members to raise the profile of UK-GBC and their own personal profile to demonstrate the strength of leadership driving the activity of the organisation.
- Develop and oversee the strategic marketing plan for UK-GBC, including member segmentation, packages of benefits, pricing models, sales collateral, and ultimate customer satisfaction with a view to reinforcing the value proposition, and member retention and recruitment.
- Review the already extensive and high-quality content generated by UK-GBC against the needs and demands of different audiences with a view to developing more tailored communications targeted at segmented groupings within and beyond the membership.
- Oversee a growing programme of events, supporting the programmatic teams to deliver well attended events which support member engagement, but also generate commercial benefit from non-member events that can simultaneously deliver on UK-GBC's charitable objectives.
- Oversee an innovative social media and digital marketing strategy, that reinforces the UK-GBC's current campaign priorities and raises its profile within the mainstream industry.
- Draft and edit stories and content for UK-GBC newsletters, reports, briefings and wide ranging written outputs, and assist in diversifying our communications through use of video and other media.
- Provide line management for a small number of staff members, including an Events Officer, Digital Communications & Marketing Officer, and in due course a Press Officer.
- Play a key role on the Senior Management Team including inputting into business planning, organisational strategy, and strategic decision-making, as well as providing leadership and inspiration to a small and dedicated team of 20.
- Work closely with counterparts in World GBC, and the growing network of international GBCs, to maximise the impact of a global campaigns, and reinforce these through UK-GBC's communications strategy wherever appropriate.

Person Specification

Essential

- Substantial experience in communications and marketing;
- Knowledge of and interest in climate change and sustainability, and an understanding of industry's response including commercial value drivers underpinning business commitments to this agenda;
- Solid understanding of the brand planning process and the broad principles of good marketing strategy and brand positioning;
- Existing relationships with UK media and press contacts, ideally with property trade press, and experience of running successful PR campaigns;
- Demonstrated experience in digital marketing and social media, and a particular eye for innovative high impact communications across multi-media channels;

- Strong project management skills, including experience of working across complex multi-stakeholder initiatives, and managing scarce resources to tight deadlines;
- Experience of developing and managing budgets, and procuring and managing suppliers to deliver outsourced support;
- Excellent written and verbal communication skills, and an ability to tailor communication outputs to a wide range of audiences;
- Strong line management experience and leadership qualities in terms of motivating and inspiring team members to perform at their best;
- First degree / undergraduate qualification;
- High level of competence in using standard software packages (MS Word, Powerpoint, Excel, Adobe Acrobat etc);

Desirable

- Academic or professional qualification in marketing or business studies;
- Knowledge or experience of property / construction markets; green building; climate change; and sustainability
- Experience of In-Design;
- Experience of commissioning or producing video content.

Terms & Conditions

Place of Work: Building Centre, 26 Store Street, London WC1E 7BT

Hours of work: 37.5 hours; normally 9am - 5.30pm; some out of 'office hours' work may be required occasionally for which time off in lieu may be taken

Holidays: 28 days per annum pro rata, plus public holidays

Salary & benefits: Competitive package, dependent on candidate experience, including various benefits such as generous pension contributions and childcare voucher scheme.

Length of contract: Permanent with 6 months' probation.

Start date: Immediate

How to apply

To apply for this position, please send your latest CV together with a covering letter outlining why you would like to apply and how you meet the Person Specification to Julie Hirigoyen at jobs@ukgbc.org. Closing date for applications is Friday 6th November 2015.