

JOB DESCRIPTION

Job title: Marketing and business development executive

Location: 54 Hagley Road, Birmingham B16 8PE

Salary: on application, please note this is a **part-time** role offered at 14-21 hours/week, to be completed within standard hours of work 9.00am to 5.00pm Monday to Friday

Pennycuick Collins is a leading, award winning Birmingham-based **independent** property consultancy. We have operated for over 40 years during which time much has changed, but our commitment to delivering the highest quality **property advice** and exceptional service remains constant. Our experienced team of chartered surveyors works with corporate, private and not-for-profit clients, providing a comprehensive range of **residential** and **commercial** property services.

Main purposes of the role:

You will provide a wide range of support to marketing and business development activities including:

- Identifying PR opportunities across the business, working with the relevant team to draft press releases/content for digital channels, issuing/placing press releases
- B2B social media
- Website and digital content management
- Support with website development and SEO (working with the firm's website agency)
- Email marketing
- Creating marketing materials
- Drafting awards submissions
- Support with bids and pitches for new work opportunities
- Support with the firm's business development strategy
- Production of internal and external newsletter including content and design
- Ensuring consistency of branding across our communications channels
- Event management (limited)
- Ad hoc tasks as required

Key requirements, skills and experience:

- Excellent organisational skills with outstanding written accuracy and communication
- Excellent copywriting skills
- Experience in B2B social media
- Experience of website content management – WordPress desirable but not essential
- Experience of email marketing systems - Mailchimp or similar
- IT skills to include Word, Excel and PowerPoint essential, Publisher desirable
- A self-motivated, positive team player with initiative, a can-do attitude and able to build rapport at all levels
- Able to work within tight deadlines, demonstrating a flexible approach to delivering tasks and projects with high quality outputs
- Experience or qualification in marketing is essential

To apply please send your CV to lyndsey.cannon-leach@pennycuick.co.uk in the first instance.

STRICTLY NO AGENCIES