

JOB DESCRIPTION

Job Title:	Communications & Marketing Executive
Job Level:	Level 5
Reports To:	Head of Communications or Head of Marketing
Date Reviewed:	July 2020

About Be the Business:

Having been asked by the chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield brought together some of the brightest minds in UK plc to approach the problem in a different way.

The "How Good Is Your Business Really" report called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie Be the Business was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

Job Purpose:

The Communications Executive is an important addition to the Communications and Marketing team. Reporting to either the Head of Communications or Head of Marketing, they will work across all of the team's workstreams: media relations, public affairs, social media, and campaigns.

Key Responsibilities:

- Feed into and support the development of an integrated communications strategy supporting Be the Business' overall objectives
- Co-create and help deliver a creative campaigns strategy aimed at inspiring SME owners to take action to improve their businesses
- Draft materials to support PR activity including speeches, presentations, press releases and briefings
- Manage BtB social media channels including content planning and creation, and engagement strategy
- Build and maintain relationships with journalists covering business and economic issues
- Build and maintain relationships with stakeholders (e.g. think tanks, membership groups)
- Support the organisation of key external engagement moments with elected politicians and Government officials
- Accompany the CEO and SMT members to events and interviews as required
- Work with agency partners to deliver all the above

* Please note this is not an exhaustive list of responsibilities and may be revised from time to time as per business needs.

Skills / Competencies Required:

- Outstanding communications skills, with the credibility and confidence to engage and influence at senior levels
- Highly developed and adaptable written skills, comfortable writing a CEO speech as well as a campaign tweet
- Strong interpersonal skills, and excited to work with a range of stakeholders, from business owners and local journalists to parliamentary offices and CEOs of FTSE companies
- Attention to detail and natural inclination to sweat the small stuff
- Ability to take the lead on workstreams and juggle multiple priorities and competing demands in a fast-paced environment
- Experience of major social media platforms and their analytics. Understanding of digital more broadly is beneficial
- Quick learner with endless intellectual curiosity
- Forge strong collaborative working relationships internally and contribute to broader organisational projects as / when required
- Alignment with BtB Values