

**POSITION:** Marketing and Communications Executive

**LOCATION:** Sunderland

**TYPE:** Full time, permanent

## **THE ORGANISATION**

RTC is a mission led company specialising in helping organisations to innovate, compete and grow. Founded in 1989, our advisors have worked with over 15,000 SMEs across the North of England helping them access new markets and commercialise new ideas, from design to manufacture.

## **THE POST**

You are a motivated, creative person who will help us grow awareness of the companies' brand and the programmes we deliver. You will help craft our narratives and execute cross-platform and multimedia communication plans to press, industry analysts, partners, investors, potential employees, customers, and other stakeholders.

The ideal candidate understands storytelling and is comfortable working with new technologies that cross industries. You are highly organised with an ability to juggle multiple projects at once, can prioritise activities, and meet tight deadlines. This is a great opportunity for someone eager to learn at a fast-paced Marketing Department.

## **DUTIES**

Supporting the marketing manager, and often working on your own initiative, you will be responsible for implementing and developing assigned marketing campaigns for our programmes. You will be involved at all levels, working across several teams in order to ensure the marketing function delivers on its objectives.

This job is full of variety so you will need to be able to turn your hand to a multitude of tasks. Regular duties include:

- Assisting in, and creating lead generation campaigns (including mass mailers and regular email campaigns)
- Coordinating projects across multiple teams
- Analysis and reporting on the effectiveness of campaigns
- Provide research-based and informed input into marketing strategy
- Organising assigned promotional events (field-based and online)
- Contact database maintenance, including CRM and spreadsheets
- Conducting and writing up phone-based questionnaires
- Regularly review, maintain, and provide input into the updating of promotional materials & website
- Work with outside agencies (marketing, print, events)
- Keeping abreast of policy/practices and providing input into aligning company messaging
- Performing general admin duties to support the marketing function

## **PERSONAL QUALITIES REQUIRED:**

- Exceptional copywriting & proof reading skills
- Highly literate with strong communication skills (written & verbal)
- A clear and demonstrable understanding of multiple marketing disciplines
- Experience in writing effective marketing campaigns
- Strong analytical skills with great attention to detail
- Excellent admin/organisational skills
- Adaptable, in order to meet the demands of this varied and developing role

## **QUALIFICATIONS & EXPERIENCE**

Essential:

- Qualified to Degree level – or equivalent (ideally with a marketing, advertising, or business degree).
- Minimum 3 years' experience in a similar role
- Proven track record of meeting assigned targets and deadlines
- Experience in coordinating projects across multiple teams
- Strong desktop publishing / graphical design skills

## BEHAVIOURAL COMPETENCIES

<p><b>Teamworking</b></p> <p>This competency is about building relationships, gaining co-operation, and overcoming barriers with internal and external customers.</p>	<ul style="list-style-type: none"> <li>• Consults other teams to establish prior relationships with stakeholders</li> <li>• Asks others for their ideas and opinions and can sell own ideas to others, whilst anticipating objections</li> <li>• Works together to form decisions and plans and willingly learns from others</li> <li>• Values, calls upon and utilises the experience of colleagues</li> </ul> <p>Follows management and policy information with conviction and authority</p>
<p><b>Organisation</b></p> <p>This competency is about adopting company systems and a methodical approach to work.</p>	<ul style="list-style-type: none"> <li>• Involves others in planning activities</li> <li>• Shifts resources to ensure delivery</li> <li>• Monitors and manages staff skills and competence to ensure sufficient resources are available to meet expectations</li> <li>• Assesses time and resources needed for projects or activities</li> <li>• Develops practical and realistic plans that ensure efficient use of resources</li> <li>• Plans how to deal with peaks and troughs in workload over time</li> </ul> <p>Draws up contingencies and adapts plans as necessary</p>
<p><b>Building Trust</b></p> <p>This competency is about maintaining and developing a positive and supportive 'can do' culture</p>	<ul style="list-style-type: none"> <li>• Builds trust through modelling desired behaviours</li> <li>• Does not compromise on matters of ethics</li> <li>• Is honest about aspirations and agendas, particularly in relationships with colleagues</li> <li>• Maintains the integrity of RTC North by being open in communication and generates case studies to celebrate success</li> </ul> <p>Is willing to publicly admit to making a mistake and does not "pass the buck"</p>
<p><b>Embracing Change</b></p> <p>This is about being innovative and open to new ways of working to constantly improve RTC and help it meet its strategic objectives and increase its financial strength</p>	<ul style="list-style-type: none"> <li>• Helps others to understand the reason for change through clear communication</li> <li>• Anticipates others' resistance to change and proactively reduces this through early involvement in the change process and regular updates</li> <li>• Has a flexible approach to problem solving, involving others as required</li> </ul> <p>Looks beyond own team's offer and collaborates with colleagues from other programmes/departments to ensure best possible outcome for the stakeholder</p>

## **RECRUITMENT STATEMENT**

At RTC we're looking for genuinely good people who are transparent and empathetic, organised but can easily adapt to change, and are good team players. We're committed to providing equal opportunities, a diverse and inclusive work environment, and ensuring a fair interview process for everyone. You're welcome to apply no matter your age, disability, race/ethnicity, national origin, gender identity, marriage and civil partnership, pregnancy and maternity/paternity, religion or belief/non-belief, sex or sexual orientation.

## **HOW TO APPLY**

If you feel you have the necessary skills and experience to undertake this job, please forward your C.V. and cover letter to [mica.macinnes@rtcnorth.co.uk](mailto:mica.macinnes@rtcnorth.co.uk)