



# Communications Lead



Job Description & Person Specification

**Buttress**

October 2024





# Architecture for an equitable tomorrow.

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## Cultural Manifesto

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### We are people, designing spaces for people.

We are highly trusting of the people we work with, supporting them to bring their full creative potential to bear on our work as part of a team. We respect their skill and craft and value their unique perspective; always measuring success by how spaces feel to those who use them.

### We deliver timeless buildings.

For both new-build and heritage projects, we use our deep knowledge, thoughtfulness and attention to context, to produce work that endures. This includes honouring the natural world, our home under threat. A perspective maintained across the whole development process end-to-end irrespective of fashion.

### We design with meaning and integrity.

Conceiving spaces and places of meaning and endurance is our real expertise. It takes deep knowledge of people and places they have loved for hundreds of years. To look down the road ahead, and at the challenges of the day, you need to combine creativity and skill, problem-solving and curiosity.

### We are super collaborators.

Our clients have diverse perspectives and requirements. We seek to understand all of them in our process to shape the best spaces, to meet people's needs, and build a sense of community. We excel in cooperative teamwork; embracing the wide variety of skills and personalities available to us.

### We are driven by the creative potential of the future.

We are a company with heart, driven by hope, supporting one another to grow through challenge. Believing that together we will shape a better world. Where all can live well with dignity, where we inspire good in one another.



# Communications Lead

## Reports to:

Board Director leading Brand Communications

## General Role:

The Communications Lead is a leadership position reporting directly to the Board Director. This role includes involvement with the Associate Group and our senior management team.

An innovative and pioneering approach is essential, with 5+ years experience and a strong knowledge of current communications industry trends and techniques. Experience in AEC is helpful but not essential.

The ideal candidate will have a strong background in marketing and/or public relations and communications, with a passion for storytelling and brand building.

Key skills are required in strategy, planning and delivering key objectives. Abilities in both digital channels and traditional media relations will be required.

The Communication Lead will be working alongside the Brand Lead to develop and deliver the Brand Communications Strategy within a B Corp context, aligned to our purpose, values and business strategy.

Line management of the Communications Assistant is also a key part of this role.

This role involves managing internal and external communications, overseeing content creation, and ensuring consistent messaging across all channels.

An understanding of AI technologies would be helpful for the team get ahead and stay ahead. Experience in practical execution will assist the team to work smarter, improve performance and productivity.

The Communications Lead is an internal and external facing role with responsibility for building relationships with others externally in similar roles, and also supporting our networking events.

Given the nature of the role, it is essential that the Communications Lead is confident in engaging with a wide range of business stakeholders, internally and externally, as an ambassador for the business, embodying our purpose and values in all interactions.

The Communications Lead will be outward facing, energetic and proactive in nature. A "can do" attitude is essential with the ability to inspire others and generate new ideas.

## Key Responsibilities:

### Leadership:

- Provide line management to colleagues in the Communications Team, supporting growth and development.
- Lead Buttress' communications working group to support the identification of relevant stories and content and advocate for best practice.
- Manage the communications budget, ensuring efficient allocation of resources for maximum impact.
- Work collaboratively with the Brand Lead to oversee and ensure consistent application of our purpose and values across all communications and marketing materials.

### Communications strategy and planning:

- Lead the development and implementation of a cohesive communications strategy that aligns with and supports complementary strategies within the marketing team and wider business. Coordinate with Brand Lead with oversight by the Director
- Develop themes, core messages and collateral for multiple audiences and stakeholders.

### Content Creation and Management:

- Oversee the creation of high-quality content for various channels, including press releases, blog posts, social media, newsletters, website and other marketing materials. This includes use of video, photography, creative interviews etc...to enhance storytelling.
- Identify, develop and submit for relevant awards.
- Work with Brand Lead on conference content.
- Manage the content calendar and ensure timely delivery of all communication materials.
- Proactively seek out content from staff to enable a regular release of news items.
- Create short and long form digital content to be shared across the practice's marketing channels.

- Ensure any content produced aligns with Buttress' purpose and values as expressed in our cultural manifesto.

### Media Relations:

- Build and maintain relationships with key media contacts and influencers as trusted spokesperson for the company.
- Proactively coordinate media outreach efforts, including press releases, media pitches, and interview preparation.

### Internal and External Communications:

- Lead on internal and external communications and PR.
- Build strong relationships across our teams and proactively seek out content to enable a regular release of news items.
- Create original short and long form content to be shared across the practice's communications channels in the Buttress tone of voice.
- Ensure any content produced aligns with Buttress' purpose and values as expressed in our cultural manifesto.
- Monitor and analyse the performance of communication campaigns and initiatives.
- Maintain strong communication with stakeholders, including clients, partners, and our community.
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- Identify internal communication strategies that support our culture and manage change.
- Manage internal newsletters, announcements, and other employee communications.
- Provide guidance to and coach staff on communication best practices, social media usage, and media interaction
- Excellent presentation and public speaking skills.



#### Brand Management:

- This will be led by the Brand Lead but the Communications Lead will work collaboratively to ensure consistent application of our purpose and values across all communications and marketing materials.

#### Digital Communications:

- Oversee and actively contribute to Buttress' digital presence including our website and social media channels.
- Manage the company's social media presence, digital campaigns, including content creation, content scheduling, and engagement strategies with the Assistant.
- Monitor engagement and other KPIs, identify trends, feedback, and opportunities to enhance the company's online presence.
- Managing the Communications Assistant to monitor engagement and report on the performance of our social media, digital and communication channels.

#### Community Engagement:

- Communications support to be provided to the Community team in the development of community engagement initiatives to enhance the company's visibility and reputation.

#### Analytics and Reporting:

- Monitor and analyse the performance of communication campaigns and initiatives.

#### BD and Events:

- Support the company's Business Development activities.
- Support the organisation of marketing events, including conferences etc., leading on associated external communications and PR.
- Represent Buttress at relevant industry events, conferences, and networking opportunities to promote the brand and identify business opportunities.

#### Training and Development:

- Provide training and guidance to staff on communication best practices, social media usage, and media interaction.
- Identify and enable a training programme to enhance team communication skills.
- Line management of training and development to colleagues in the Comms Team.

#### Budget Management:

- Manage the communications budget, ensuring efficient allocation of resources for maximum impact. Coordination with Director in charge and Brand Lead to provide oversight.

#### Misc:

- Support other marketing activities as required.
- Work closely with other departments, such as HR, to align communication strategies and support overall business objectives.

### Qualifications and Experience:

#### To include:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- 5+ years of experience in a communications role within marketing and PR. Experience in AEC is helpful but not essential.
- Knowledgeable in marketing and branding tools and software.
- Experience in creating and managing integrated marketing campaigns across various channels.
- Experience working with cross-functional teams.
- Experience in event management.
- Experience in representing a company at relevant events and conferences.

### Skills and Abilities:

#### Strategic Thinking:

- Ability to develop and implement effective communication plans that align with business objectives.
- Strong analytical skills to assess communication performance and make data-driven decisions.

#### Communication Skills:

- Exceptional written and verbal communication skills.
- Ability to craft compelling narratives and produce high-quality content.
- Strong presentation and public speaking skills.

#### Project Management:

- Excellent organisational and project management skills.
- Ability to manage multiple projects simultaneously and meet deadlines.

#### Interpersonal Skills:

- Strong interpersonal skills and the ability to build relationships with stakeholders at all levels.
- Ability to work collaboratively within a team and lead by example.

#### Technical Skills:

- Proficiency in using communication and marketing tools (e.g., CMS, social media management platforms, analytics tools).
- Familiarity of SEO best practices.
- Basic graphic design skills and familiarity with design tools (e.g. Adobe Creative Suite, including Adobe Premiere Pro ) are a plus, but not essential.

#### Attributes:

- Confident and outward facing, energetic and proactive in nature. A "can do" attitude is essential with the ability to inspire others.
- Commitment to sustainable practices and social responsibility in line with B Corp principles.
- Ability to think creatively and innovatively to develop engaging content and communication strategies.
- Quick thinking and willing to generate new ideas.
- Proactive and self-motivated with a strong sense of initiative.
- Flexibility to handle changing priorities and new challenges.
- Meticulous attention to detail to ensure accuracy and quality in all communications.
- Strong alignment with the company's purpose, values, and brand.

### Studio Standards and Policies:

Adherence to our values and commitment to continuous improvement are essential for making a meaningful difference in everything we do. You will support us in maintaining BCorp status and prioritise environmental and social impacts to ensure our practices contribute positively to our community and the planet.

You will also assist in the operation of the Integrated Management System, encourage others to do so and contribute to its ongoing evolution.

### Other Duties

From time to time the company may make reasonable requests for you to undertake duties not necessarily covered in the above.