



Chetwoods Architects - Marketing Executive

About Chetwoods

Chetwoods is an award-winning international architectural practice based in London, Birmingham, Germany and China. We work across a variety of sectors including residential, office, industrial, retail, leisure and mixed-use.

Our architecture teams use rigorous thinking and radical creativity to push the possibilities of design for living, and bring more colour to the world.

We have three elements to our approach; Studio, Thrive and Works.

Studio puts the imagination, emotion and instinct into our designs. Thrive supports the design and delivery of projects that will enhance our environment and improve our health and wellbeing. Works champions the digital delivery of projects. It provides support to our teams in the use of appropriate and innovative software and hardware to deliver sustainable architecture.

At Chetwoods we are always pushing the boundaries of what is possible. We designed the world's first net zero carbon for construction verified building, the world's first BREEAM 'Outstanding' logistics building and the most technically advanced container port in the world – where there is innovation, we are always at the forefront. This is because our clients are open minded and on-board with us thinking outside the box to challenge the status quo and push for design that reaches new milestones in our industry.

Job Description

We are currently looking for an experienced and enthusiastic B2B marketer to join our marketing team, reporting directly to our Marketing Director. The right candidate will have at least three years' experience in a marketing role, preferably within the Built Environment sector, but not essential. They will however possess a passion for architecture and design.

Roles and Responsibilities

- Personally manage a variety of marketing initiatives and campaigns – including content articles, brochures, bids, award entries, events and more
- Collaborate with our architectural professionals, graphic designers, PR consultancy and social media agency to ensure opportunities are grasped and projects run to viable time frames
- Develop efficient and intuitive marketing strategies and individual campaigns
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Write copy for diverse marketing initiatives, such as website material or HTML templates
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
- Monitor progress of campaigns using various metrics and submit reports on performance

Essential Skills and Experience

- At least three years' experience in a marketing role
- Experience of project managing marketing initiatives or campaigns independently
- Basic knowledge of marketing concepts and principles
- Excellent copywriting, editing and proofreading skills
- Proficiency in MS Office, including Word, PowerPoint and Excel
- Strong communication and interpersonal skills
- Excellent organisational and time management skills
- A good understanding of digital and social marketing best practices
- An interest in architecture and design



Desirable

- Experience working within the Built Environment and an understanding of the property lifecycle
- An in-depth understanding of digital marketing, including SEO, PPC, display advertising and paid-for social media campaigns
- Previous involvement in building and sending out email marketing campaigns
- An understanding of the headline points of GDPR legislation

Salary: Competitive salary

To Apply:

Please send your CV to kate.valentine@chetwoods.com enclosing a covering letter. We are only able to respond to candidates we invite for interview, but we keep CVs on file for 6 months and may get in touch at a later stage.

No agencies at this time please.

www.chetwoods.com

Chetwoods prides itself on being an equal opportunities employer and all candidates will be treated fairly regardless of age, race, sex or disability.