



Communications Executive Job Description

Job Title:	Communications Executive
Reports to:	Director
Date prepared:	March 2022

Position summary:
To be part of the Communications team at Waymaker supporting marketing and PR activities to grow both our business and the businesses of our clients.

Key Responsibilities
<p>Carry out the following activities for both Waymaker and our clients:</p> <ul style="list-style-type: none"> • Write varied, inspiring and engaging content for websites, blogs, newsletters, press releases and any other format as appropriate for the project or account • Conduct research for marketing and PR projects and campaigns • Support the planning and execution of press release writing, liaising with the press, capturing coverage, email marketing and social media management • Support the monitoring and analysis of marketing activity to produce monthly client reports • Train and develop writing skills to support with PR campaigns, blogs and website content writing • Train and develop knowledge of content platforms and systems used for the distribution of PR & marketing content • Support the Communications Lead and the Director with the execution of Waymaker’s marketing strategy • Provide any support required by the Communications team to support with client work • Assist the Waymaker Team as needed for the growth of the business

Qualifications, Experience and Competencies	
Qualifications and Experience	<ul style="list-style-type: none"> • Educated to A-Level standard or equivalent. A degree-level qualification would be advantageous, but is by no means essential • Demonstrable experience in a similar role or demonstrate transferable skills • A strong communicator with an exceptional standard of written and verbal English • Flexibility on hours • Understanding of social media channels (Facebook, LinkedIn, Instagram, Youtube, Twitter, Pinterest) • Previous experience using, or demonstrable knowledge of, content creation for PR campaigns

	<ul style="list-style-type: none"> • Competence with Microsoft Office, Teams and Google Docs suite
Core Competencies	<ul style="list-style-type: none"> • Strong multi-tasker, with detail-orientated approach and ability to respond to changes in priorities • Ability to work under pressure in a demanding environment • Ability to work well with all levels of internal management and staff, as well as outside clients and vendors • Excellent written and verbal communication skills • High level of interpersonal skills to maintain good relationships with stakeholders, staff, clients, and external partners • Excellent learner with an ability to learn new systems, apps, platforms and processes quickly, efficiently and accurately. Able to find the benefits and use them for the advantage of the business and clients • Takes initiative and is proactive, can foresee additional activity to add value • Research skills to gather data, research topics and summarise • Proficiency with all applications of Microsoft office for composing, typing and proofing materials
What we expect from you	<ul style="list-style-type: none"> • To understand the growing and changing needs of a small, growing business and be able to contribute to its success • To anticipate a high work flow and offer innovative and timely ways to support the marketing team • Work well with the team, giving commitment and loyalty for the good of the business
What we want from you	<ul style="list-style-type: none"> • Appreciate how your contribution has a direct bearing on the success of the business and take pride in your work • Be proactive in suggestions for the growth of the business and see individual success and team success • Look for opportunities for upskilling and training that the business can support you in

Hours of work:

30 - 37.5 hours per week, being flexible from Monday to Friday. We will consider less hours down to a minimum of 30 hours so please still apply if you cannot do full-time. We operate fully flexible hybrid working from both the office and home to ensure the best of both worlds.

About Waymaker Consulting:

Here at Waymaker we take supporting business seriously. We help business leaders who don't have the time, inclination or expertise to practically and strategically grow their business into their definition of success. If you need support with STRATEGY, OPERATIONS and COMMUNICATIONS to make your business more efficient and productive, Waymaker's 360° approach will hand pick the services that will add the most value to your mission.



Job Advert

Communications Executive

An exciting opportunity of a new role in a growing Business Consultancy, ideal for someone who is looking for a challenge in learning about marketing and PR, has a flair for creative content writing and campaign ideas, and an aptitude for organisation, problem-solving, and ambition to make a difference for growing business.

We are looking for someone who has some experience in marketing and PR and wants to gain more experience and learn a variety of skills within marketing and PR to see how they could progress. This would also suit someone looking to change sector or industry who can apply transferable skills, knowledge and experience.

You will need to hit the ground running, learn quickly and develop skills to progress. Having an advanced knowledge of the English language, grammar and punctuation is crucial for excelling in this role. We are a growing and ambitious business who value staff and provide opportunities for development within the firm.

Perks include fully flexible hybrid home and office working arrangements, extra holiday for your birthday and Christmas, pension, lovely office environment and free onsite parking, refreshments provided on site, gym access, training and development opportunities.

Salary: 20 - 23k FTE, depending on experience
37.5 hours per week desired but 30 hours would be considered for the right candidate.
Immediate start.

Application

To apply send your CV and a cover letter to Lydia Berry hello@waymakerconsulting.co.uk

Your cover letter should detail your relevant experience and how you demonstrate that you meet the qualifications and core competencies outlined above. We are happy to consider evidence of transferable skills or experience which you may have gained outside the context of paid employment or education.

Please provide details of two referees and indicate whether we can contact them at this stage.

Please save all documents to show your name and the document type.

Deadline

The closing date for applications is Wednesday 30th March, 2022.

Interviews will take be organised with individuals who are short-listed.

Waymaker Consulting is an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, colour, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

No Agencies please.