

PPMA ROLE DESCRIPTION - COMMUNICATIONS EXECUTIVE

Job Title:	Communications Executive
Location:	Wallington, Surrey. Office based 5 days a week
Travel:	UK Based
Reports to:	Marketing Manager
Type of Position:	Permanent Full Time / 35 hours per week
To start:	Immediately

Background:

The PPMA Group of Associations comprises 3 associations: PPMA (processing and packaging machinery association), BARA (British Automation & Robot Association) and UKIVA (UK Industrial Vision Association). The PPMA is at the next stage of its future development and is driving a strategic vision to enhance service delivery to its members. The association is in its 32nd year of activity, is well established and highly regarded within the industry. It serves over 500 member companies, which are predominantly based in the UK, but with many having a global reach. The main goal of the association is to improve the business performance of its member companies via an array of activities and services including trade shows, publications, advertising, public relations, international services, networking events, training seminars etc.

The organisation is going through an exciting period of change, mapping out a future journey to take the organisation, and its members forward. As a result of the PPMA Show's expansion and growth, there now exists a need for a **Communications Executive** to contribute to the success of this plan.

Summary of Position:

The successful candidate will be capable of undertaking various activities and work as part of a small team. This is a hands-on role that needs creative flair and a can-do, flexible attitude. The successful candidate will contribute to the activities of supporting a major annual exhibition, which is a key element to the organisation, together with facilitating the smooth running of our brand.

Additionally, there will be a need to be fully involved in all aspects of the marketing mix and provide accurate and timely delivery of projects. The ability to quickly understand our specific marketplace will be encouraged by support from experienced staff and members.

This position requires a good level of administration and IT skills. The use of software packages, CRM systems, email marketing software as well as database handling and GDPR and bespoke content management system (CMS) is a significant part of this role. Familiarity with the above would be welcome however, training will be provided on our software packages.

An excellent team player and communicator is essential. The ideal candidate will be personable and confident, and capable of integrating into our close-knit team of professionals, as well as building strong relations with our members, external stakeholders, suppliers and contractors.

The PPMA will pay a competitive salary to the right candidate, along with opportunities to join the company pension and private healthcare schemes. The PPMA also provide life and critical health insurance policies to all employees.

Main Duties / Responsibilities

- To become familiar with all the PPMA Group's products and services in order to research and generate relevant news items for publication via the PPMA Group website, Members' newsletters and social media channels (LinkedIn and Twitter), working alongside the Marketing Manager and Digital Marketing Executive, and liaising with other departments on a regular basis
- Review incoming press releases and product update emails from members and others via the website and publish to the relevant News sections, working with Digital Marketing Executive
- Research and collate relevant information for the PPMA Members' Library to provide a rich source of up-to-date reference material, advice and guidance. Manage existing content; replacing or removing outdated information, writing new articles working alongside the Digital Marketing Executive. Maintain digital media archives including photos and videos
- Work with, and attend meetings or webinars with partner organisations such as Make UK and BEIS (Department for Business, Energy & Industrial Strategy) and DIT (Department for International Trade), to keep abreast of relevant industry updates and disseminate to our members through the appropriate channels
- Attend PPMA Shows and MVC events, and other ad-hoc events, managing onsite press area and information requests, collate press packs working alongside the Marketing Manager and Marketing Executive, and the show PR company, sourcing a good cross-section of quotes and testimonials from exhibitors and visitors
- Write copy for media partner advertorials and editorial contribution tailored to each publication, working alongside the Marketing Manager and Marketing Executive
- Support member companies who need help with their own PR activity; writing press releases on their behalf, proofreading, providing training material/video guides on the best way to promote their goods
- Coordinate with freelance writers for regular content as required for PPMA Group, UKIVA and BARA
- Ensure that all communications and marketing material aligns with brand standards
- Respond to media inquiries and perform media outreach to achieve brand placement in publications
- Develop escalation protocols for managing communication crises, should they arise
- Ability to think strategically and identify ways to improve communication efforts
- Must be resourceful and take initiative even when given minimal direction
- Superior time management skills and the ability to juggle multiple projects simultaneously

Additional Activities:

In addition to the major responsibilities listed, there will be the need for involvement in other generic activities including:

- Participate in team training and development activities, to update skills and knowledge
- Be aware of and comply with the health and safety legislation and other requirements that are relevant to his/her post
- Demonstrate commitment and enthusiasm to promote the principle of equality and diversity in employment and service delivery
- Be familiar with Safeguarding requirements as outlined in the Safeguarding Policy and comply with its requirements to safeguard and protect the welfare of children and vulnerable adults
- Undertake such additional duties or projects as the Principal or line manager may determine from time to time, after consultation with the post holder

Key Skills, Experience & Qualifications Required:

- Confident writer able to adapt writing styles to reflect the audiences
- Ability to digest information and identify key topics or themes of interest to our members
- Networking skills to get to know and maintain good relationships with members, media and partners
- A familiarity with the best practices of common social media platforms is also an asset for this position
- Knowledge of or interest in the UK manufacturing sector particularly processing and packaging, robotics and vision machinery would be desirable
- Office 365; Microsoft Dynamics, Wordpress, Preside, word, excel, mailchimp
- Qualifications equivalent to at least five GCSEs at grades 9 to 4/A* to C

NOTE: Please be aware that the duties and responsibilities outlined above are not exhaustive and may be varied from time to time after consultation with the jobholder. They do not form part of the jobholder's contract of employment.