

Marketing coordinator at Opera

Opera is looking for a creative and energetic marketer to coordinate its business development and communications activity. This is a newly created role, based in The Shard in London, with oodles of opportunity for the right person who will be well organised, self-sufficient, overflowing with ideas and a skilled communicator.

Now in our sixth year, we are proud to have established ourselves as a progressive, independent project and development management company, with clients including Argent, British Land, The Office Group, Deutsche Bank, Quintain and Brockton Capital.

Our marketing coordinator will work closely with the directors and our 20-strong team, providing a focal point for coordination of the full range of marketing activity including planning, communications, business development, bids and associated systems.

Opera is a growing, busy and pacey place to work so this person will need to use their initiative and work well with the team. They will need to think strategically while being an energetic and committed 'doer'. They will also need to be a skilled communicator – verbally, in writing and through use of social media platforms.

Desirable skills also include:

- Experience of working in for a consultant within the built environment
- Experience of bid coordination and production
- Proficient in InDesign for bid production and Microsoft Office software
- A working knowledge of social media platforms – LinkedIn, Twitter and Instagram

This role would probably suit someone currently working at marketing assistant level looking for a step up into a coordinator role which they can make their own and grow with the company.

Detailed Job Description

Job title: Marketing Coordinator

Reporting to: Managing Director – Dan Whittingham

Based: London – The Shard

Salary: DOE

General planning and coordination

- Work with the directors to create a marketing plan for the company.
- Input as appropriate to discussions on development of brand, values and business plan.
- Support the directors and team in their business development and marketing activities.

- Organise forums and produce reports as needed to ensure the smooth running of and sufficient discussion on business development and marketing issues.
- Liaise with external providers such as specialist agencies, designers and photographers.

Marketing and communications

- Create and implement a communications plan including a variety of tools to ensure regular touch-points with key clients, consultants and targets.
- Devise and implement a strategy for creation of content for social media and other channels.
- Devise and organise events to engage with our clients and contacts including our annual party alongside smaller forums such as B2Bs.
- Be aware of industry trends, new media and events identifying opportunities to raise Opera's profile in line with brand values.
- Keep website up to date, fresh and interesting.
- Review and create capability statements and other promotional material and make sure the suite meets company needs.

Business development and bids

- Act as the focal point for coordination of all new business enquiries.
- Create and implement a suitable process to bring rigour to bidding for new work.
- Coordinate and produce bid and other business development related documentation (such as capability statements) to achieve a consistently high-quality approach and output.
- Create case studies and CVs for projects and staff.
- Undertake research to assist with approaches to, and management of relationships with, specific clients and consultant organisations or opportunities in line with BD plans.
- Create and maintain a calendar of industry events and who from Opera is attending.
- Support event attendance through research, arrangements, pre-arranged meetings, material and follow-up as required.
- Coordinate feedback from existing clients and from bids we win and lose.
- Attend industry events as appropriate to build own network and support the plan.

Systems

- Maintain back-up material for business development and marketing material
- Establish and maintain systems for business development, bidding and marketing activities including contact management and tracking of leads and opportunities
- Make sure filing system for business development is organised and accessible.

To apply please email hello@operapm.co.uk with your CV, salary expectations and covering letter. Please note that only successful candidates will be contacted.