

# come and work with us



## Marketing Coordinator

### The Role:

The purpose of this role is to provide the Business Development & Marketing team with market research and pipeline development support in addition to client relationship management and business administration. This will involve communicating both internally across the group and, with external customers and professional construction industry entities. The primary responsibility will be providing support to the Business Development Team, as an integral part of the work winning and customer focus processes.

### Key Responsibilities:

#### Market Research & Analysis

Undertake market research and analysis on the industry in the relevant target sectors in addition to target projects and clients. This will help understand client drivers, competitor strategies and assist in determining our teaming plan.

Assist in the population and management of sector plans and key account plans and help ensure that the relevant members of the leadership team are attending client meetings on a regular basis and to ensure you capture the outputs from the meetings and track any actions.

#### Business Development & Marketing Capability Statements, Technical Documents, Presentations

Input into material for Company/business unit publications and presentations and website  
Ensure compliance with corporate branding guidelines

#### Marketing collateral

Assist with maintaining, updating and enhancing the library of information, including project case studies, project photographs, awards and certifications and generic information

Assist with collating and filing 'evidence' data from project teams, covering examples of innovation, value engineering, time/cost benefits, public relations in the community, key performance indicators and best practice/lessons learnt

Collate and file information relating to Considerate Constructor Scheme, etc.

#### Marketing administration

Assist with data entry on the 'Opportunities Pipeline' Report to enable weekly reporting to managers

Maintain comprehensive records/files of all customer meetings, marketing intelligence gained, brochures, leads etc.

Compile and co-ordinate information for industry award submissions

Assist with co-ordination of requirements to direct out-sourced photographic services

Carry out data entry and regular reporting and filing of Customer Satisfaction Questionnaires for the business

Contribute to improving the performance of the team by proposing new ideas and implementing change when requested to do so

Carry out any other duties required by the Company

# come and work with us



## **Key measures & targets:**

Personal targets on Case Studies, Regional Actions and Customer Satisfaction Questionnaires.

Input to updating the Opportunities Database to achieve correct weekly status

## **Key relationships:**

Business Development Director, Marketing & Communications Manager, Main Board, Regional Heads and Site Teams in addition to external stakeholders and contacts.

Key support services across Barhale and external customers, and professional construction industry entities

## **Person Specification:**

The successful candidate is likely to meet all of the following criteria:

### **Essential**

Experience of collating information for document compilation and production

High standard of written English

Strong attention to detail

Good communication skills, including professional telephone manner

Ability to liaise with staff/operatives of all levels within the Company

Proficient with Microsoft Office, InDesign a bonus

Positive and confident, with drive, enthusiasm and passion

Good organisational skills with a methodical/systematic approach

Ability to work in a team and also on own, using own initiative

Excellent time management skills, with ability to work to tight deadlines

### **Desirable**

Experience in a similar role

## **Benefits:**

As well as offering a competitive salary, remuneration for this role includes flexible benefits, which provides a range of guaranteed benefits including but not limited to:

- 5% Company pension contribution
- Life Assurance at 2 x notional salary
- Single persons private medical cover
- Permanent Health Cover

## **About Barhale:**

Barhale is one of the largest privately owned infrastructure specialists in the UK and was originally formed in 1980 as a specialist tunnelling contractor diversifying over the years into various civil engineering areas. Barhale works UK-wide across the water, transport, energy and developer services sectors providing design, construction and maintenance services under long-term contracts, with blue-chip public, regulated and private clients. The company employs over 600 people in the UK, has an annual turnover of £120m and a distinctive set of values that are fundamental to our approach to business sustainability.

# come and work with us



 Barhale

Our business activity is carried out for the following principal sectors:

**Water:** Civil Engineering, Tunnelling, Pipelines and Utilities

**Transport:** Rail, Aviation, Waterways, Highways and Bridges

**Energy:** Power Generation, Power Transmission and Distribution, Waste

**Developer Services:** Civil Engineering across private sector developers UK wide

**Specialist Businesses:** Tunnelling, Mechanical and Electrical and Barhale Construction Services (BCS Group)

### **How to apply:**

Please send your current CV and covering email outlining your suitability for the role and quoting the reference number to [careers@barhale.co.uk](mailto:careers@barhale.co.uk).

We are an equal opportunities employer. We are determined that no job applicant or employee receives less favourable treatment on the grounds of sex, pregnancy or maternity, gender re-assignment, sexual orientation, religion or belief, marriage or civil partnership, age, race or disability. All information will remain confidential to Barhale and will be handled in accordance with the requirements of the Data Protection Act.