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Marketing Assistant

The Role:

Support our Marketing Manager with the day to day marketing activities of our business and long term strategic goals. Also work closely with our Internal and External Sales Team assisting with marketing tasks and objectives that enable us to win work and take market share.

Key Responsibilities:

Marketing & PR

Assist in the production of all marketing for our company ensuring that each division of BCS receives an equal split of marketing on our website, social media platforms, email campaigns, advertising, exhibitions, events, supply partner websites, cascades and news with guidance from our Marketing Manager.

Assist and co-ordinate marketing campaigns. Manage all administration via our CRM system and ensure that all analytics are up to date and all data is forwarded onto our Sales Manager to generate leads and enquires for our Sales Team.

Assist in the management and control of all marketing materials and onward distribution to connected parties. Marketing materials to include BCS literature, supply chain literature and promotional merchandise.

Assist in the promotion of the BCS brand on a daily/weekly basis on all social media, BCS website, Barhale website and supply partner websites.

Assist with the preparation and promotion of events that BCS carry out from a marketing perspective (design bespoke literature, promote the event etc).

Ensure that brand management and corporate identity guidelines are implemented and adhered to on all marketing material. Report back to our Marketing Manager anything that doesn't comply.

Assist in high profile projects and bespoke marketing requests from Barhale plc (This will include presentation support, flyers, images or bespoke design work).

Engage with supply chain partners to ensure that BCS has the latest images, spec sheets and data for all their products that they promote and ensure that our website and appropriate libraries are updated with this information with the standard BCS branding applied (spec sheets).

Assist in the completion of customer satisfaction reviews on a 6 monthly basis.

Work closely with our Marketing Manager on all other marketing requests from a design and delivery perspective and ensure the highest quality output is achieved.

Marketing Support & Administration

Work closely with our account managers and internal sales team to design sales aids, presentations and promotions that are unique to our customers requirements.

Ensure that our Signs Department is provided with full design support regarding artwork requests for customer orders and general requests. Once completed ensure that this is presented on artwork approval forms where appropriate and filed accordingly for future use.

Work closely with our BDM and assist where possible on all PQQs and Tenders to ensure they stand out and enable us to win more work.

Update our CRM system with new leads generated from all marketing campaigns and communicate each entry with our Sales Manager to ensure that each lead is followed up.

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Manage all records within our CRM system to ensure that future marketing is directed towards all of our existing customers and prospect customers.

Key relationships:

Marketing Manager
Business Unit Manager
Business Development Manager
Business Development Director
External and Internal Sales Team
Barhale Senior Management
Key Clients
Key Suppliers

Person Specification:

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

Essential

Knowledge of marketing.
Strong design and creative skill set.
Knowledge of design packages (InDesign, Photoshop and Illustrator)
Ability to build relationships
Good time management and planning skills.
Strong verbal and written communication skills.
Ability to prioritise workload and meet deadlines.
Excellent attention to detail.
IT skills, CRM and design software experience are essential

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.

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

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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.

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.