

Careers at Beaton

Position title: Marketing and Communications Manager (full time)

Interested candidates contact careers@beatonglobal.com

Beaton is a specialist research and consulting firm operating in professional and financial services, tapped into global networks, with special relationships with blue chip clients, industry associations and academic institutions.

Job purpose	<ul style="list-style-type: none"> • Responsible for refining the marketing and communications strategy for the firm in consultation with the CEO, developing the plan to implement the strategy and driving the actions to completion. • Ensuring the brand imagery and personality from our recent rebrand is conveyed in all communications with consistency, clarity and congruency. • Managing ongoing day-to-day external communications: with the media, online and for specific events and releases • Managing internal brand activities and communication to motivate the Beaton team to personally reflect the brand and build the brand with clients and other stakeholders • Standardise all company representations in line with brand standards
Reports to	<ul style="list-style-type: none"> • CEO
Key Performance Indicators	<ul style="list-style-type: none"> • To be agreed with candidate
Key tasks	<ul style="list-style-type: none"> • Actively embrace the Beaton culture and uphold its vision, values, goals, objectives, policies and procedures • Drive Beaton brand strategy and brand values through all communications and external interactions • Manage existing and develop new relationships with contacts from business and profession-specific media • Build the firm's online presence and social networking, e.g. through the Beaton blog, Twitter, LinkedIn, and other social media, researching global communications channels, as well as training and encouraging Beaton client-facing team members to build their profile in this space • Research and coordinate speaking engagements for Beaton people, recommend opportunities for seminars, etc, to build Beaton's profile in particular areas



	<ul style="list-style-type: none"> • Contribute to the design and packaging of new products and services • Liaison with external design agencies and other suppliers • Manage a tight marketing budget innovatively and effectively
Skills and Knowledge	<ul style="list-style-type: none"> • Good team orientation • Experience in marketing in professional services or B2B industries (essential) • Experience in non-traditional marketing techniques (viral marketing, personal brand building, social media, etc) (desirable) • Experience in supporting sales teams in complex face-to-face selling situations (desirable) • Ability to write well – from copywriting to reports and articles (essential) • Understanding of research processes and insights, ability to communicate effectively with consultants and members of the reaserch team and understand their marketing needs (essential) • Relevant tertiary qualifications (desirable) • Ability to manage multiple responsibilities (essential)
Behavioural competencies	<ul style="list-style-type: none"> • Attention to detail but with ability to contribute to ideas generation • Intelligent • Team player • Innovative thinker • Self-motivated/initiative taker • Able to tackle challenges in a positive manner with impeccab;e follow-through on commitments • High degree of adaptability and adept at dealing with ambiguity in an unstructured environment

