

ROLE PROFILE

Job Title:	<u>Communications Executive</u>	Location:	<u>London</u>
Reports to:	<u>Group Head of Internal Communications</u>	Divion/ Department:	<u>Marketing and Communications.</u>

Summary of the Role's Main Purpose

This role supports the Communications team with a primary focus on our internal stakeholders to deliver high-quality content to engage and inform our audiences achieving the right outcomes at the right time, through SEGRO approved channels.

Principal Accountabilities

- Create and coordinate consistent and timely content for targeted communication channels that reflect SEGRO's strategic ambition and culture.
 - Support the London and Western Corridor property teams as well as our community and people priorities through effective communications.
 - Deliver people and engagement campaigns to support the SEGRO culture and drive the right behaviours.
 - Support alignment between internal and external communications staying close to the topics that matter to SEGRO ensuring we take a leading position.
 - Compile and circulate our regular weekly newsletter to keep employees informed and engaged achieving an average open rate above 88%.
 - Support the communications team, and wider MarComms team, with the coordination of events, webcasts and projects that align to the team goals and objectives.
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Core Areas of Knowledge, Skills & Experience

- 2+ years of internal communications experience, gained either in-house or within an agency environment.
- Flair for copywriting storytelling and editing, ensuring consistent tone and style.
- Ability to independently apply principles such as audience mapping, timetabled campaign planning, action-driven content.
- Excellent interpersonal skills and ability to build successful working relationships with colleagues stakeholders at all levels, both internally and externally.
- Highly organised, able to prioritise and to work on multiple projects concurrently.
- Meticulous attention to detail and proof-reading skills.
- Curious thinker, comfortable with questioning and challenging others.
- Creative and imaginative, with ability to suggest new ideas.
- Proficiency in Microsoft Office programmes.

Desirable

- Formal qualification in Communications.
- Experience with video editing software.
- Experience of basic approaches to data analytics and measurement.

Special Job Requirements

There will be travel to different UK offices required as part of this role as well as potential European travel as and when necessary.

Date of completion: October 2024