

Research Assistant: Marketing and Bids

Marketing, Bid Team, Sourcing and
Executive Recruitment

Hiring Manager: Helen Overy

If you'd like to have a confidential conversation about this role,
please email helen.overy@Penna.com



Penna

ABOUT THE ROLE

Brief

- We're looking for an inquisitive, research-driven candidate to join our Penna marketing function. The successful individual will work on our bids and new business recruitment submissions for our local government and public sector team, working with our Director and consultants.

Role Purpose

- They'll also research and craft insightful thought-leadership content and social media for the entire Penna business. They'll be responsible for researching trends in our markets and ensuring Penna stay on the pulse of developments and commentary within them.
- Their role will include liaising with internal and external stakeholders, suppliers as well as the Penna Directors on a regular basis.
- This is a unique role, with many opportunities for progression. We're looking for an individual to learn and grow within the position.

WHAT YOU'LL DO

Key responsibilities

- Efficient organisation of marketing, bid and research activities
- Work with the marketing team to deliver annual marketing plan
- Work with the executive search team to improve bidding process
- Create quality tender and bid submissions
- Support on content planning, creation and social media upkeep
- Professional and highly approachable communicator

Responsible for supporting marketing activity

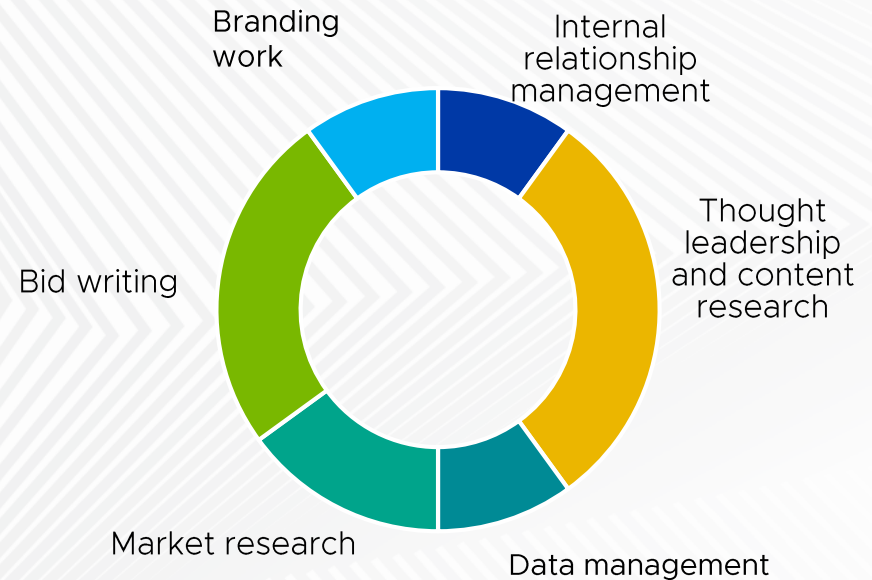
- Brand guardian
- Develop and maintain relationships with our main partners
- Provide proactive administrative support to the wider team as needed
- Create content and social media for the business
- Research our existing and target markets
- Work on business wide campaigns

WHAT YOU'LL DO

Responsible for supporting Executive Recruitment and Sourcing bid activity

- To continually review and enhance the look, feel and content of proposals
- To support consultants with proposal development, writing and submission
- To keep abreast of the local government market and upcoming changes
- To work with consultants to define and agree market 'differentiators' and 'added value' propositions
- To work with D&I Lead and Consultants to continually refresh D&I content in proposals

A typical week might be



KEY RELATIONSHIPS

PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Strategic Marketing Manager	Direct line manager
Directors and Consultants	Key internal relationships

PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

- Strong administrative and organisation skills
- Good time management
- Good interpersonal skills
- High achieving and continuously developing ways of improving service
- Ability to work efficiently, on own initiative and pro-active and support teams with their event management and delivery
- Ability to communicate effectively, at various levels to different audiences
- A strength and passion for research
- Professional and approachable
- Exceptional analytical and information processing skillset
- Extremely strong written skills across different types of content
- Experience using the Adobe Suite an advantage

PENNA BEHAVIOURS

All employees within Penna must demonstrate behaviours consistent with the corporate values; Accountable, Supportive, Collaborative and Inspiring as listed below:

<p>ACCOUNTABLE</p> <p>Does what they say they will do</p>	<ul style="list-style-type: none"> • Builds open, honest and realistic relationships with customers and colleagues • Reliable and acts with integrity • Determined and passionate about delivery the best • Accountable
<p>SUPPORTIVE</p> <p>Creates an environment where people can give of their best</p>	<ul style="list-style-type: none"> • Seeks to understand the needs and concerns of others • Creates a learning environment • Seeks feedback from other in order to learn and develop • Inspires others to achieve their goals
<p>COLLABORATIVE</p> <p>Works as part of one team</p>	<ul style="list-style-type: none"> • Pulls together to put the customer first • Support colleagues without waiting to be asked • Helps others succeed and celebrate their success • Actively looks to break down barriers and finds ways to work together
<p>INSPIRING</p> <p>Creates new possibilities</p>	<ul style="list-style-type: none"> • Comes to work to make a difference, sets high goals and gives 100% personal energy • Believes in what we do and demonstrates this through actions • Regularly challenges thinking and is open to new ideas and ways of working • Has ambition and confidence to do thinks in new ways and to create and deliver inspirational solutions