



## **Fire Industry Association**

Leading Excellence in Fire Since 1916

Tudor House, Oldfield Road, Hampton, TW12 2HD

Tel: 020 3166 5002 [info@fia.uk.com](mailto:info@fia.uk.com)

### **Job Specification**

**Job title:** Marketing and Content Executive

**Reports to:** Commercial Manager

**Location:** Hampton Office (TW12 2HD), Monday to Friday office based

**Hours:** 37.5

**Salary:** Up to £30,000 based on experience.

### **Overview:**

The Fire Industry Association (FIA) is the primary trade association for manufacturers, installers, designers and maintainers of portable extinguishers, fire detection and fire protection systems and much more in the UK. We have over 1000+ member companies and we supply a range of services, from technical training courses, regional conferences, exhibitions, and events. We are Europe's largest fire safety association, and we promote and shape legislation and the professional standards of the fire industry through close liaison with government and official bodies, as well as other key stakeholders.

The FIA is involved with numerous interesting projects; however, our single focus is providing clear information as guidance to both members and end users. To do this we employ a range of marketing tools, including digital marketing (social media, website etc.), seminars & events, media articles & press releases, marketing literature and direct mail. The main function of this role is to assist the departmental managers with all aspects of online and offline content generation, including the development of news stories and articles for both the FIA website, newsletter, and trade press.

We are looking for an individual who is passionate about creating engaging content, with a good understanding of digital marketing techniques, content management systems, software, and analytics. They will be a creative thinker with visual flair and have expertise in growing and engaging audiences on social media and managing websites. They will bring an abundance of ideas for building efficient strategies. They must bring forth a strong arsenal of techniques and methods to reach out to the market and cultivate interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

This role is solely based in our Hampton office (TW12 2HD) and is from Monday to Friday from 9am to 5pm. This is an office-based role which may require ad hoc travel within in the UK to attend shows, exhibitions and visit members.

### **Qualifications & Attributes:**

### Essential

- A very confident writer with an excellent knowledge of the English language with a hawk-eye for accurate punctuation and grammar.
- General marketing experience across promoting events, advertising, literature production, website management, copywriting (press releases and articles) and public relations.
- Strong computer literacy and good Microsoft Office skills (especially in Word and Outlook).
- A high degree of proficiency using various social media platforms and website content management systems.
- A good communicator either face to face or via telephone/email.
- Goal driven and disciplined to achieving objectives and meeting deadlines.

### Desirable

- A degree in marketing or English.
- Experience of working within the fire safety industry or associated relevant industry.
- A knowledge of scientific and or technical writing.
- Previous experience working in a trade association.
- Adept in Adobe Photoshop, InDesign or other equivalent publishing experience and video editing.
- Experience with Marketing Email Campaign platforms such as Dotmailer or similar.
- Available to start the role at short notice.

### **Duties:**

- Devising strategies to drive online traffic to the company website. Utilising a range of techniques including paid search, SEO and PPC. Overseeing the social media strategy and direct programs to improve FIA media reputation and recognition. Review new technologies and keep the company at the forefront of developments in digital marketing.
- Posting and managing submissions to our social media accounts, engaging our communities on our social media sites and channels. Interacting with follower's comments, mentions, and shares on social media. Maintaining 'tidy' social media platforms and scheduling automatic posts.
- Ensure that our website is of high quality and updated with new content, ensure all information on the FIA website from news stories and articles to events information and technical documents is up to date and correct.
- Creation of daily news digest and weekly newsletters. Determine what content will be included in the edition of our newsletters, create, and schedule the campaign. Liaise with the Commercial Manager/ Membership Assistant to determine the content for Monthly Membership Update and the Training Manager for the Training Emails. Additionally create and schedule specific email campaigns as deemed necessary.
- Planning, delivering and tailoring campaigns for all departments as part of new Digital Transformation project.
- Organizing and delivering a range of industry recognized reports such as the Annual Report, Market Conditions Survey and Annual Guide in addition to any ad hoc reports. This includes working with the relevant managers to determine the topics and content as well as proof reading and editing the content they provide. As well as organising, conducting, and delivering our Fireside Chats where we interview influential industry figures.
- Develop the content of marketing collateral as required by various department managers.
- Management of our YouTube account, ad hoc video processing and production, photography.

- Assist the Events Manager with all marketing related tasks for each event ranging from Exhibitions and our AGM to CPD days and Seminar events. This includes creating content, promoting events on social media, email campaigns, and attending FIA events.
- Proactively manage the FIA's PR activity, identify the appropriate media channels including developing contacts in PR magazines, identifying, and writing feature article opportunities, writing press releases and commissioning specialist articles for external placements.
- Proofreading a variety of documents from all FIA departments.
- Collect information from social media, website, and analytics such as social media followers, engagements and website visitors enabling us to track our marketing performance and identify areas that require improvement.
- Helping answer the telephone, emails, post and dealing with general enquiries
- To undertake such duties as may be required which are commensurate with the scale and title of the post as defined and required by the Commercial Manager.

**Diversity and Inclusion:**

At the FIA, diversity, equality and inclusion is an integral part of our culture so it is important to us that this is reflected in everything that we do. We welcome applications from all individuals irrespective of age, race, gender, sexual orientation, ethnicity, religion or belief, disability, marital status, or parental responsibilities to ensure we actively embrace an inclusive and representative culture that encourages, supports and celebrates our differences.

**Applying for the role:**

If you are excited by the opportunity to use your marketing skills to tell the world about the Fire Industry Association, we would be delighted to hear from you.

[\*\*Apply Here\*\*](#)