



## Candidate Information

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| <b>Position:</b>                   | Marketing & Communications Associate - KTP Associate-Resistant Building Products  |
| <b>School/Department:</b>          | KTP and Business Networks   |
| <b>Reference:</b>                  | 19/107750   |
| <b>Closing Date:</b>               | Wednesday 11 September 2019   |
| <b>Salary:</b>                     | Salary scale: £24,000 to £29,500 per annum. One of the key KTP benefits for graduates is access to a £8,500 training and travel budget over the 24 month project. |
| <b>Anticipated Interview Date:</b> | Thursday 26 September 2019  |
| <b>Duration:</b>                   | 24 months   |

### Job Purpose

To develop and embed an integrated stakeholder management strategy to ensure that the organisation can maintain its current leading market position and grow its business into other markets.

### Main Activities and Responsibilities

Resistant Building Products was established in 2012 and is the market leader in development and supply of magnesium oxide boards in the EU. These boards are used for fire resistant cladding, structural sheathing in Service Class 2 walls in steel frame and timber frame buildings, in commercial and residential sectors. The postholder will work in Resistant Building Products (Belfast) in collaboration with Queen's University Belfast for 24 months to design, develop and embed an integrated stakeholder management strategy to ensure that the organisation can maintain its current leading market position and grow its business into other markets.

The key integrated project phases are:

1. Evaluate the current and future market interest in Magnesium Oxide Boards and how the organisation can respond and react to this interest.
2. Understand the range of stakeholders that the organisation interacts with
3. Evaluate the impact that these stakeholders can make on the organisation.
4. Develop and monitor a range of relationship building and enhancing activities targeted at these stakeholders.
5. Develop a range of communication strategies (including, for example, written communication to trade bodies, promotional articles, technical briefs), to inform and educate stakeholders of the power and potential of both the organisation and its products.
6. Develop and embed a set of processes and approaches to ensure effective stakeholder engagement and enhancement.

### Planning and Organising

1. Manage and coordinate the items of work as laid out in the project plan (individual work plan will be provided by Supervisors).
2. Plan day-to-day activity within the framework of the agreed work plan.
3. Contribute to the planning and management of the project, approximately 3-6 months in advance.
4. Ensure that all training and development activity is scheduled to ensure that progress on the work plan objectives is not interrupted or delayed.

### Resource Management and Responsibilities

1. Plan and manage day-to-day resources to ensure the project runs to time and on budget.
2. Coordinate and obtain approval for planned expenditure/allocation of resources with the Management Committee and Steering Group.
3. Carry out supervision of placement students or other staff members as required.
4. Monitor travel and development budgets and produce a Personal Development Plan which will ensure best use of financial resources.
5. Attend training modules (mandatory and additional job-specific training). This may be local, national and international.
6. Perform any other additional duties as agreed by the Local Management Committee and Steering Groups to contribute to the development of the company, the university and the Associate.

## **Internal and External Relationships**

1. Present regular progress reports to members of the Steering and Management Groups and to external audiences.
2. Liaise with company staff on a daily basis. Contribute to training of staff in the company and university as required.
3. Build relationships with both company and university staff to ensure effective working practices are established.
4. Attend and contribute to any appropriate meetings, both in the company and the university as required.
5. Establish contacts with additional groups and organisations (other KTP Associates, other university departments, other industrial contacts, and Innovate UK) as required to develop knowledge and understanding and form relationships for future collaboration.
6. Act as an Ambassador for the Knowledge Transfer Partnership Scheme.

## **Additional Information**

1. Knowledge Transfer Partnerships is a UK programme that enables businesses to work with universities to gain access to specialist knowledge and expertise and apply it within their organisation. Each Partnership recruits a Graduate to work in the company, implementing and embedding the latest research techniques. Guidance is provided by the academic and company supervisors to ensure that the objectives of the project are met. Although the scheme is aimed at recent graduates, any suitably qualified individual may apply.
2. Each KTP is a fully salaried job that lasts between twelve and thirty six months, providing the graduate with an opportunity to fast track a career in industry. Each KTP Associate has a training and development budget and a travel budget. This funding provides opportunities for job-specific training, attending and presenting at conferences, visiting trade shows, customers and suppliers etc. Two, one week residential management training modules are also provided as part of the package.
3. This partnership received financial support from the Knowledge Transfer Partnerships (KTP) programme . KTP aims to help businesses to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base. This successful Knowledge Transfer Partnership project, funded by UK Research and Innovation through Innovate UK, is part of the government's Industrial Strategy.
4. As members of University staff, KTP Associates can join the University pension scheme, gain access to University resources such as the Library and sports facilities.

More details are available at [www.ktpjobsni.com](http://www.ktpjobsni.com).

## **Essential Criteria**

1. Hold at least a 2.1 Honours Degree (or equivalent) in Strategic Marketing, Management or a closely related subject with a significant and demonstrable marketing component. Applicants who hold, a 2.2 in the above, in addition to either one year's relevant experience, or a related higher degree will also be considered.
2. A graduate with a 2.1 Honours Degree in any discipline, who holds, or is about to obtain, a highly relevant Masters Degree or above in the area of Marketing or Management or a closely related discipline will also be considered. Applicants must clearly state their qualifications and degree classification in their application.
3. 6 months' relevant work experience.
4. Excellent oral, written and presentation skills.
5. Ability to communicate clearly and effectively using oral, written and digital channels and platforms.
6. High level of IT skills.
7. Ability to think logically, create solutions and make informed decisions.
8. A high level of numeracy and the ability to interpret data.
9. Good journalistic skills and command of written English (will be required to write articles and summarise reports).
10. Ability to work effectively as a member of a group.
11. Well organised, attention to detail and ability to meet tight deadlines.
12. An interest in staying with the Company. (Associates are normally invited to apply for permanent positions).
13. Ability to take part in Associate management courses (requiring two one-week periods in England).
14. Willing/able to travel throughout the UK and Ireland and abroad, as necessary.

## **Desirable Criteria**

1. Hold, or be about to obtain, a higher degree in a relevant area.
  2. 12 months' relevant work experience.
  3. An understanding of Stakeholder Management Theory.\*
  4. Experience in Organisational Stakeholder Mapping.\*
- \* may be demonstrated through completion of a module, student project or placement.

5. Experience in developing initiatives, processes and approaches to influence key stakeholders.
6. Experience in stakeholder management identification and prioritisation.
7. Ability to deliver training.
8. Ability to write clearly and succinctly within tight time frames and to a range of different audiences.
9. Ability to influence people effectively.
10. Tenacious and committed to achieving goals.