



British Embassy  
Berlin

## UKTI Marketing and Strategic Communications Manager (Ref. DEU512)

The British Embassy in Germany is part of a world-wide network, representing British political, economic and consular interests overseas and is now looking for a UKTI Marketing and Strategic Communications Manager, grade B3, local member of staff, based in Berlin.

The GREAT Britain campaign is the UK Government's most ambitious international marketing campaign ever and showcases the very best of what Britain has to offer in order to encourage the world to visit study and do business with the UK. The UK is the most attractive foreign direct investment (FDI) market in Europe. Boosting this inward investment even further is at the top of the British Government's priorities. For further information about UKTI, please visit [www.gov.uk/ukti](http://www.gov.uk/ukti).

The suitable candidate will lead UK Trade & Investment's Marketing Team. She/he will communicate the UK's export and investment strategy in Germany by developing and delivering a comprehensive media and marketing campaign. The ideal candidate will have at least two years experience of running media and marketing campaigns in a business or international environment. Excellent communication and networking skills, ability to deliver results in a busy and fast changing environment are also core competences for this position.

### Main Duties / Responsibilities

- To plan, develop and manage UKTI Germany's external communications strategy using the full range of media and marketing tools;
- To identify and engage specialist media channels in promoting UKTI Germany core messages and sector priorities;
- To draft key communications on UKTI topics including core scripts, social media posts, print media articles and features, speeches;
- To work with trade and investment teams in Berlin, Dusseldorf and Munich to design and deliver high impact marketing events and programmes for visiting UK ministers, senior officials and business delegations in support of UKTI Germany's business plan;
- To work closely with partners including the Embassy's press and public affairs team; VisitBritain and British Council to ensure a joined up approach;
- To maximise the use of the Embassy as a venue for business events;
- To organise the UKTI Germany annual conference;
- To manage UKTI Germany's marketing budget including the commissioning and production of innovative and high quality marketing and branding materials;
- To develop a sponsorship strategy and maintain excellent relationships with key accounts;
- To provide strategic support to the Director and work on special cross-cutting projects;
- To line manage one Marketing Specialist in Berlin;
- To undertake other duties that may reasonably be required and which are in accordance with the grading and core competencies of the job, and to contribute to the wider objectives of the British Government's Germany network and supporting its positive working environment.

### Required Experience & Skills

- At least two years experience of running media and marketing campaigns in a business or international environment.
- University degree or equivalent professional experience in the area will be highly valued.
- Good strategic thinking and problem solving skills.
- Excellent written and oral communication skills in German and English.
- Ability to work under pressure and meet deadlines.
- Excellent time management and prioritisation skills.
- Knowledge of the German and UK business environment.
- Experience of managing staff, projects and budgets
- Fluent German (C2) and English (C2) (both written and spoken).
- IT literacy (particularly MS Office tools).



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- Candidates will also need to demonstrate that they have the following competencies, as defined by the Civil Service Competency Framework (Band B): Leading and Communicating, Collaborating and Partnering, Making Effective Decisions; Managing a Quality Service.  
For more information about the key FCO competencies please refer to the following links under Level 2 (EO or equiv): <https://www.gov.uk/government/publications/civil-service-competency-framework>

### **Terms and Conditions**

This is a full-time position working 37,5 hours net per week, initially for a fixed term contract of 1 year.

The monthly salary for this position is €3.355 gross per month.

The British Embassy is committed to flexible working, including part-time and home working.

The successful candidate will be subject to professional background and security clearance. The successful candidate must have pre-existing work authorisation for Germany in order to apply.

Staff recruited locally by the British Embassy in Germany are subject to Terms and Conditions of Service according to German employment law.

This position is being readvertised. Previous applicants need not reapply.

### **Applications**

All applicants should have the right to live and work in Germany. The British Embassy does not sponsor for work permits.

All applicants should submit their CV (in English, up to 3 pages) and Covering Letter (in English, no more than 1 page of A4, Arial11) setting out their motivation for the role and how they meet the above criteria.

Applications should be sent to [jobapplications.DEU@fco.gov.uk](mailto:jobapplications.DEU@fco.gov.uk) and the email subject line must be formatted as follows: **DEU512**.

**The closing date for applications is Monday, 7 March 2016.**

Kindly note that your application will only be considered if:

- 1 Your application has been sent within the time frame requested.
- 2 Your application documents are fully in English.
- 3 Your applications documents are in .pdf format.

*Please note that, because of the volume of applications we receive, we will only contact candidates selected for interview. If you do not hear from us you should assume that your application has not been successful.*

*Please be advised that the Embassy will not be able to meet the travel costs incurred when travelling to the interview, nor the costs connected with relocation if offered a job.*

*British Diplomatic Missions are equal opportunities employers, dedicated to inclusivity, a diverse workforce and valuing difference.*