

## Senior Communication Advisors (marketing and campaigns)

**Location:** Aberdeen / Remote    **Status:** Full time  
**Salary:** Starting at £32k    **Reporting:** Communication Lead

### Aspect: The Strategic Communication Experts

Aspect was founded with a single goal: to create a unique platform to deliver expert strategic communication consultancy for ambitious clients. We see the bigger picture to help our clients realise their goals. Companies, governments, academics, and charities trust our advice. We help them communicate with purpose and precision. We help them engage, influence, and inspire. We help them change, lead, and succeed. Strategic communication creating strategic advantage. What can you bring to our team?

### The opportunity

We're looking for Senior Communication Advisors experienced in the creation and delivery of integrated B2B marketing strategies and campaigns. You're an all-rounder with expertise across the B2B communication and marketing mix. You're currently a high-flying Senior Account Manager or Account Director in a communication consultancy, or in a similar in-house communication role. You've got strong energy sector experience and/or experience in similarly complex industries such as infrastructure, transport, professional services, or life sciences.

### The role

- Create integrated B2B marketing strategies and multi-channel campaigns from initial brief to post campaign analysis for clients across a range of sectors
- Lead client accounts, providing strategic advice and expert guidance and establishing strong relationships with senior stakeholders
- Develop a deep understanding of our clients' priorities and challenges and create solutions that help unlock value and drive their businesses forward
- Design, manage and execute a range of campaigns and projects encompassing messaging, brand positioning, web, digital and social, media, film and animation
- Develop and deliver briefs to creative, content, social and digital teams, managing estimates, budgets, invoicing, and schedules
- Manage teams of Aspect colleagues and associates while also getting your own sleeves rolled up and delivering
- Develop opportunities and proposals to retain and grow client accounts, and secure business with new clients

### Your experience and character

- Strong track record in a similar role either in consultancy or in house
- Relevant communication or marketing qualification, preferably to degree level
- A strategist, always thinking several steps ahead and considering the bigger picture
- An exceptional project manager, adept at juggling the complexities of people, schedule, budget and client management while delivering high-quality work
- Comfortable translating complex information into compelling, accessible content
- A consultancy mindset with the ability to work at a fast pace and to deadlines
- Confident in understanding and managing client expectations
- Appreciation of search, paid and wider customer marketing activity
- Excellent written and verbal communication skills and attention to detail
- Strong team player, inspiring the people you work with to deliver great results

## Your qualities

- Strategic thinker
- Talented writer
- Great planner
- Structured and organised
- Delivery focused
- Measured and calm under pressure
- Real attention to detail
- Creative
- Team player
- Excellent communicator
- Able to juggle multiple priorities
- Engaging and fun
- Commercially minded
- Curious
- Confident
- Collaborative
- Fast learner
- Problem solving

## Why Aspect?

We're strategic communication experts. Our talented core team and global network of experienced associates and partners provide tailored advice, creative solutions and targeted campaigns and you'll have the opportunity to work closely with them, constantly learning. We've all held senior in-house communication roles, so we see things from our clients' perspective. We don't just come up with great ideas and strategies, we get our sleeves rolled up and deliver them.

## Our values

### **We're brave**

We thrive on tackling big challenges and helping our clients succeed.

### **We're dynamic**

Our expertise constantly evolves to ensure we always offer the best advice.

### **We're passionate**

We care about our clients and take pride in the work that we do for them.

### **We're honest**

We always say what we think based on evidence and knowledge.

### **We're collaborative**

We enjoy working with like-minded people to achieve great results together.

## Our culture

We're a passionate and professional team who thrive in complex, issue-rich environments. We combine extensive in-house experience with external consultancy expertise to deliver objective strategic communication advice and solutions in even the most challenging situations. We trust and support each other to deliver great work. We believe in helping our people grow and develop – personally and professionally. We work hard and have fun doing what we enjoy. Are you Aspect?

## Our benefits

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- Apple iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, adoption paternity pay
- Additional days' holiday for each years' service\*
- Childcare voucher scheme
- 4pm Friday finishes Jun, Jul, and Aug
- 4pm Friday finishes on payday Sept to May
- Half day in December for Christmas shopping
- Full day for charity activity each year

\* An additional days' holiday for every year of service up to a maximum of five days' holiday after 5 years' service