

## ROLE PROFILE

Job Title:	<u>Communications Manager</u>	Location:	<u>London</u>
Reports to:	<u>Group External Communications Manager</u>	Division/ Department:	<u>Marketing and Communications</u>

### Summary of the Role's Main Purpose

This role supports the delivery of SEGRO's Marketing and Communications strategy with a weighting towards the delivery of external communications to enhance the company's reputation and visibility with key audiences activated through traditional and digital channels. The role will have oversight across all content/campaigns on all social media channels – paid and organic – ensuring alignment and impact of activity. It will also lead on content creation and other multi-channel thought leadership campaigns, manage day-to-day activity with agencies, and support issues and crisis communications.

### Principal Accountabilities

#### Strategic Communications Delivery

- Shape and deliver multi-channel communications campaigns aligned with SEGRO's business priorities.
- Advise SEGRO colleagues on all aspects of external communications, informed by insights and data
- Create and activate proactive media and social media plans that support SEGRO's reputation and thought leadership goals.

#### Media and Stakeholder Engagement

- Build and maintain relationships with key media outlets.
- Ensure SEGRO spokespeople are fully prepared for media engagements.
- Coordinate with internal stakeholders to identify and develop newsworthy stories and content and contribute to relevant features.
- Deliver engaging thought leadership content aligned with SEGRO's key priorities.
- Manage the day-to-day relationship with the PR agency, ensuring high quality and timely delivery of actions and value for money.

#### Social Media and Digital

- Coordinate all social media activity delivered by SEGRO's marcoms team – paid for and organic - to ensure alignment of activity and messaging and ensure maximum impact.
- Manage SEGRO's corporate social media channels, including content planning, creation and performance tracking. Manage the delivery of content across in-house and/or agency resources.
- Drive the continued evolution of the SEGRO Social Media Influencer Group, ensuring they are up to date with best practice and regularly creating and engaging with SEGRO-related content.

#### Crisis and Issues Communications

- Work with the Group External Communications Manager on horizon scanning and issues preparedness.
- Develop reactive positions and liaise with journalists in response to enquiries

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## Miscellaneous

- Analysis and reporting of activity to demonstrate effectiveness or identify opportunities for improvement.
- Oversee award entries in collaboration with agencies and internal teams.
- Manage the circulation of bi-weekly media cuttings to the board and weekly Executive Committee reporting.
- Ensure all relevant activity is captured in and managed through the Marcoms planner.
- Manage media training requirements for all Leadership Team members and identified spokespeople.

## Cross departmental working

- Work with marcoms colleagues in Continental Europe to ensure relevant content is amplified at a Group level to English language media and social media audiences
  - Where campaigns are external communications led, deliver related internal communications, marketing and digital marketing elements to ensure consistency and to make most efficient use of team resources.
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## Core Areas of Knowledge, Skills & Experience

### Essential:

- 5+ years' experience in a communications role, ideally within a corporate, property or agency environment.
  - Strong media relations skills and a proven ability to secure positive coverage.
  - Excellent writing, editing and proofing skills across formats (press releases, social posts, briefings).
  - Experience managing social media channels and content calendars.
  - Strong organisational and project management skills, with the ability to manage multiple priorities.
  - Confident stakeholder engagement and relationship-building skills.
  - Experience working with external agencies and managing outputs.
  - Proficiency in Microsoft Office and social media management tools.
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### Desirable

- Experience in the property, real estate or industrial/logistics sectors.
- Familiarity with AI and design tools (e.g. ChatGPT, Canva, Adobe Creative Suite).
- Experience in issues/crisis communications.
- Familiarity with paid-for social media activations

## Special Job Requirements

- Occasional travel to SEGRO offices and sites.
- Willingness to work outside normal hours during events or in response to media issues.

Date of completion: August 2025

At SEGRO we want all of our people to be able to reach their full potential and thrive and we are committed to creating an inclusive environment for all employees, where everyone can be themselves, have access to fulfilling careers and opportunities, and feel supported.