

COMMUNICATIONS LEAD

JOB DESCRIPTION – JULY 2025

PURPOSE

The Communications Lead is responsible for Morris+Company's integrated communications department encompassing positioning and promoting Morris+Company as a leading international practice to drive new business and develop future opportunities.

OVERVIEW

The Communications Lead is responsible for contributing to, and implementing, Morris+Company's communication strategy, developing the practice's external profile in line with its vision and business objectives, and contributing to the practice's growth and success.

The role will encompass areas including internal and external communications, brand, content, press and PR, events, awards and social media, and is responsible for ensuring that the practice's communication outputs and activities are coherent and consistent with its Mission, Values and Purpose (MVP).

The Communications Lead will bring a robust and proactive approach, alongside cohesion and consistency to all communication and business development activities. They will be responsible for driving holistic communications through their day-to-day activities, enhancing the practice's profile and reputation.

TEAM AND REPORTING

- Reports to: Director + Head of Business Development
- Works collaboratively with: New Business Manager; Head of Culture, External Consultants as required.

KEY RESPONSIBILITIES

Marketing and Communications Strategy:

- Develop and implement a comprehensive communications strategy (including positioning, messaging and audience targeting).
- Plan activities to support agreed communications objectives.
- Monitor and report on marketing and communications activities to the leadership team, advising and 'managing upwards' as required.
- Develop and oversee key messaging, identify target audiences, and utilise appropriate channels for communication (including social media, website, newsletters etc).
- Work closely with the Studio Leads and other practice departments to identify communications opportunities and priorities.
- Establish and manage the annual marketing budget in collaboration with senior leadership.

New Business:

- Contribute to new business strategy and activity, attend weekly / monthly new business meetings.
- Contribute strategic guidance and insights to help guide new business activity.
- Ensure that comms, marketing and new business activities fully align and that senior stakeholders understand and can support the important connectivity between these practice areas.

Network and Industry Profile:

- Develop strategic programme and insights around key industry organisations, conferences and events, advising on benefits of practice participation including costs.
- Attend key industry events, report back on industry intelligence and integrating with comms activity.
- Develop and manage an annual calendar of speaking, writing, panel and jury member opportunities for participation by senior members of the practice (and Next Generation, where appropriate).

Press and PR:

- Pro-actively seek opportunities to position the practice promote aspects of its work and culture, including thought leadership, exhibitions, campaigns on key sectors, typologies or themes, films and events.
- Develop annual press strategy with objectives for practice profile, sector specific and project specific press campaigns, and work with team to prepare press material.
- Develop profile opportunities for key team members.
- Write and distribute press releases and project announcements, liaising with project teams.
- Manage any external PR support, liaising with agencies, journalists, and clients / consultants to prepare material, as required.
- Recommend and oversee practice subscriptions to key titles (online and print).
- Maintain and develop an effective press database, building relationships with relevant media
- Manage all general 'press office' enquiries.
- Anticipate and support on sensitive or crisis comms.

Awards and External Recognition

- Develop and manage a responsive industry calendar including international awards and recommend targeted submissions.
- Manage annual award submissions, events and budget in line with comms strategy.

Internal Communications:

- Develop opportunities to champion and share the practice's ethos and culture internally and externally – e.g. practice events, studio events, in-house presentations, talks, events, CPDs, and social value outreach etc.
- Input on internal announcements, newsletters, and intranet content.
- Work with the Head of Culture, to assist in developing the practice's creative culture.
- Support knowledge sharing across the practice, with regular updates on comms activities.

Website and Social Media:

- Develop the practice's social media platforms, including website, in line with comms objectives and support the senior team on LinkedIn.
- Produce and co-ordinate content ensuring it is consistent with practice messaging, specialisms and tone of voice.
- Reporting on analytics to inform ongoing development.

Asset Library:

- Develop detailed working knowledge of projects, themes, and practice expertise and of the assets available – or needed – to communicate the wider practice story and its USP.
- Source and oversee professional photography and film content, including budgets.

Client Relationship Management (CRM):

- Liaise with clients and client press teams as early as possible in the life of a project to optimise opportunities for press coverage.
- Prepare client-facing collateral and content (e.g. newsletters) to keep clients up to date with latest practice initiatives and developments.
- Develop and maintain good relationships with clients and client PR teams.
- Maintain good relationships with design team consultants, peers and other specialists to facilitate potential joint ventures and collaborations.
- Co-ordinate industry feedback from activity of the leadership team, including Studio Leads.
- support the ongoing development, implementation and maintenance of a centralised practice CRM system, recording all client and consultant database information.

This description reflects the core activities of the role. Other duties within the practice may be required from time to time. We therefore require everyone to recognise this and adopt a flexible approach. This description will be reviewed regularly and where necessary revised in accordance with organisational needs and any major changes communicated.

Key Skills and Experience:

- an enthusiasm for architecture, design and sustainability and a proactive, confident and collaborative approach.
- At least 3 years relevant industry experience.
- Strong people skills, capable of developing good relationships with all members of the practice and external collaborators.
- Exceptional organisational skills, capable of working independently.
- Exceptional verbal and written communication skills.
- Excellent working knowledge of: Adobe Creative Suite: InDesign, Photoshop, Illustrator, and Microsoft Office Suite: Word / Excel / PowerPoint / Outlook.
- Good working knowledge and understanding of Website Content Management Systems, (CMS), Client Relationship Management Systems (CRM), and External Marketing Software Systems in support of regular client / collaborator communications (e.g. Mailchimp for practice newsletter/s).

Practice Wide Qualities Required:

- Commitment to EDI, with an expectation of the same commitment from our staff.
- Commitment to delivering the highest possible quality in our work and service to our clients with an expectation of the same commitment from all our staff.
- Commitment to reducing the impact of our activities on the environment with an expectation to encourage our clients to use sustainable resources, methods and materials, similarly.

NOTES

This is a full-time position and an opportunity to join a highly-respected and ambitious practice. Morris+Company is an equal opportunities employer and encourages applications from groups under-represented in the architectural profession.