



Bloom*

*Opening up procurement®

Candidate Information

Communications Executive

What We Do

Bloom offers a compliant fully managed marketplace for professional services across the public sector.

We specialise in bringing together a community of clients and suppliers to help the public sector buy and manage services in a compliant, efficient and effective way. We aim to give the best choice for our clients and open up more business opportunities for suppliers, big or small.

We provide a full end-to-end marketplace solution for the procurement, contract management and payment of all professional services.



A message from our CEO

"I am passionate about Bloom and what we believe in, where we're going, and how we'll get there.

Our Purpose, Mission, Vision, and Trademark Behaviours bind us together to form our commitment culture and help us grow both individually and collectively. Our culture influences how we treat one another each day and the behaviours we reward. It creates an environment where everyone is real and true and that is something we all are proud of.

It also drives growth and long-term financial sustainability. **We value individuality and diversity and that's what allows us to work together to create innovative approaches for our customers,** which sits alongside our deep expertise in enabling brilliant outcomes.

Bloom is growing rapidly; we are naturally curious, and our journey has only just begun. We are investing in our people and technology and have big plans for the future.

So, if you think all that sounds interesting then you should consider joining us and being part of it, you'd be working with some great individuals in a great business that cares about its people and customers."



Purpose

Enabling brilliant outcomes today that
build a better tomorrow

Mission

Deliver an outstanding customer experience and maximum value for
every pound spent on professional services

Vision

Provide a professional services marketplace
that delivers brilliant outcomes

Trademark Behaviours

Our trademark behaviours aren't just behaviours, they're our language and an essence of everything we do.

The most successful cultures are the ones that work together in a harmonious way. This is something that we realise and are truly passionate about.

We want everyone who joins Bloom to feel a part of our team. We strive for our people to know that their role is equally important and contributes to the whole Bloom mission. This includes you.

We have our trademark behaviours in place to ensure we're all pulling in the right direction, together as one.

Our trademark behaviours are...



We are Bloom



Working in partnership:
nepo **Bloom***
*Opening up procurement

Bloom*
*Opening up procurement®

**Enabling brilliant outcomes
today that build a better
tomorrow**

The banner features a teal background with a white hexagon in the upper left and a yellow hexagon above a red pentagon in the lower left. The text is centered and uses a clean, sans-serif font.

To find out more about Bloom Procurement Services:

[Case Studies](#)

[Testimonials](#)

[Framework](#)

[Social Value](#)

[Meet the Team](#)

[Bloom News](#)

Bloom Benefits



Company bonus scheme



Simply Health cash back plan



Byond cashback card – earn on your everyday spend



Learning and Development Opportunities – individual personal development plans



Hybrid working & flexibility



Employee Voice – Hive HR Engagement Survey and Open Door



A day off for your birthday – because you deserve it!



Death in Service – four times your salary



25 day holiday allowance - increasing with length of service to a maximum of 29 days plus bank holidays



Hive Fives - Little messages big miles recognition portal. Everyone deserves a pat on the back.



Employee Assistance Programme – for the time you need support



One day to give back via volunteering



Buy up to 5 additional days holiday



Grab a Grand referral scheme



Company Pension Scheme



Company social events



Electric Vehicle salary sacrifice scheme



Cycle to Work scheme

Communications Executive

Gateshead/Remote, up to £32k+ 10% potential bonus

Reporting to Head of Marketing

Job Purpose and Summary

The Communications Executive is responsible for the creation of an annual communications plan, creating content to establish Bloom as a thought leader within our target markets and categories. The post holder is required to harness real world data and insights, overlaid with Bloom data to create content that catches the attention of our target audience and supports the replication and application of requirements across current customers and prospects.

Key Performance Indicators

- Quality measures such as perfect spelling and grammar in all materials produced
- Timely and effective implementation of agreed plans and activity
- Engagement metrics from communications activity
- Lead generation & conversion

Key Accountabilities & Responsibilities

- Develop, implement and maintain Bloom's communications plan in line with company objectives
- Copywriting and multi-channel content creation for website, social channels, campaigns and client & supplier marketing materials
- Planning and implementing the social media content plan and reporting on ROI
- Translate market, sector, category and supplier trend information into engaging copy to generate demand and potential leads
- Monitor internal project trends and create content to share with our business development team and across our marketing channels in order to generate demand and leads for replication of requirements
- Own internal communication of trends and project activity, providing guidance on how to communicate this onto clients and prospects
- Monitor industry, competitor and supplier activity, producing weekly reports for internal circulation highlighting relevant and interesting stories
- A brand ambassador and guardian ensuring all internal and external materials are consistent in tone of voice, messaging and visual identity
- Protect brand reputation through social monitoring (i.e. responding to online comments, feedback, reviews and complaints) as well as the development of a crisis management plan
- Work closely with internal and external stakeholders to ensure the generation of regular quality content from across the business
- Lead by example and provide support to marketing colleagues in daily activities as required
- Produce monthly reports on success of content placement and outreach work, highlighting recommendations for further improvement
- Engage with public affairs agency to support lobbying efforts

Mindset, Behaviours, Skills and Knowledge

Behaviour, Mindset and Attitude

We are looking for role holder to be able to demonstrate the following behaviour:

- Displays behaviours in line with our trademark behaviours and always strives to deliver an outstanding customer experience
- Confident, enthusiastic can-do attitude
- The ability to work independently

Technical skills and Qualifications:

- Marketing qualification, business degree or relevant equivalent
- Relevant B2B marketing experience in a professional services industry with a strong track record of delivery

Skills, Know-how and Experience

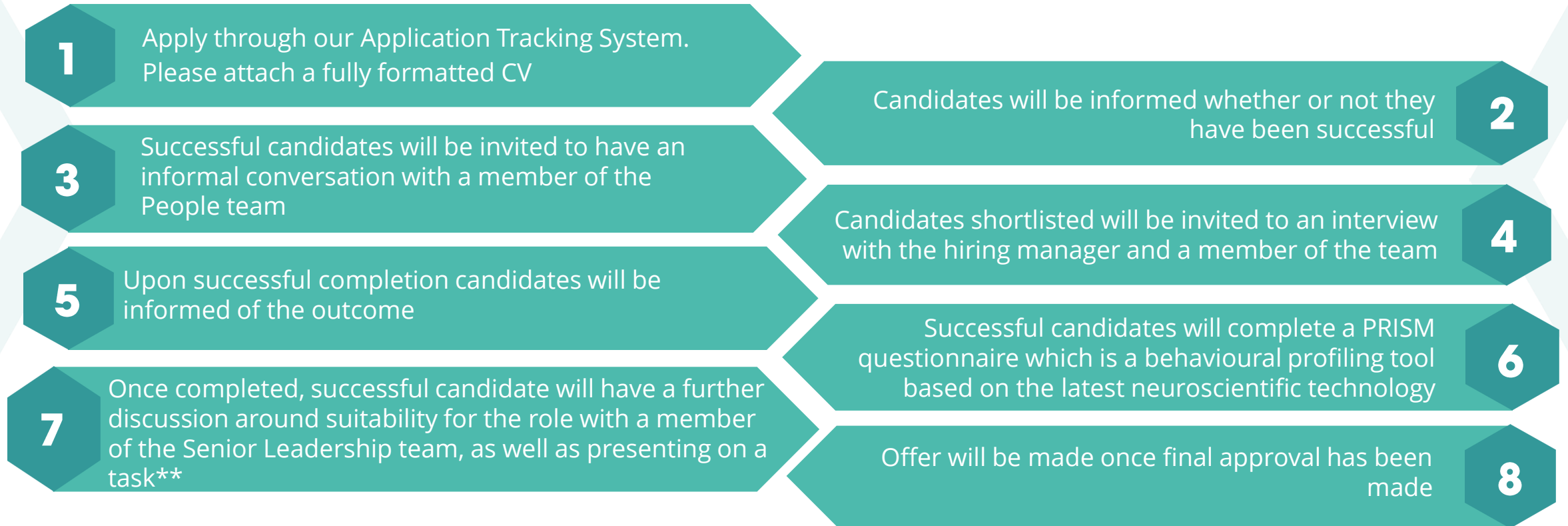
To achieve performance excellence, the role holder must be able to demonstrate the following:

- Very strong copywriting skills across all communication channels (preferably public sector focused)
- Strong attention to detail and a high level of accuracy
- Extensive experience of using social media and other channels for successful marketing and communications
- Ability to multi-task in a fast-paced environment
- Strong planning and organisation skills; ability to prioritise workload in line with business needs
- Sound knowledge of Microsoft Office applications, email campaign platforms and content management system
- Able to work independently, using own initiative but asking for help when needed
- PR and public affairs experience

Desirable:

- Knowledge of the public sector and the procurement function
- Knowledge of marketing tools such as Sugar Market, Monday, WordPress and Oktopost
- Event planning and management

The Recruitment Process



**Dependent upon role. You will be informed and will be given plenty of time to prepare for the task!

What some of current employees say about us...

“Bloom is a company where innovation and passion run throughout each department, and I think that is the key to its success.

I would say the best thing about working at Bloom would be the people – everyone goes above and beyond to help and provide insight if needed.

Working in the Commercial Team has given me the opportunity to utilise my skill set to bring a positive change to the public sector through professional services. This supported by a flexible working environment makes Bloom an amazing place to work. “

I joined Bloom in April 2021 with one year's PQE. I had known a little bit about Bloom – what it does and how it operates with clients and suppliers - but I was yet to learn all about the ins and outs of the Bloom world.

In the first few months of my role, I got to know the people at Bloom, what they do and how together everyone makes a difference in keeping the Bloom engine running, this was integral to my role.

Through daily talks with my manager, I have been able to discuss all aspects of my role, from challenges faced and ways to overcome them, to how I can improve and what I am doing well in. The constant communication has been and still is a great way for me to learn and develop.

I have been at Bloom for almost a year now and during this time I have met such wonderful people and have learnt a lot! I had no experience of procurement or contracts before joining, but with the help of my manager and the rest of Bloom, I am now in a position where I can confidently say I am good at my job.

At Bloom we are making a real societal difference.

I have had the pleasure of working with some fantastic customers and supporting impactful and critical projects across the UK; from major regeneration projects that elevate the lives of local residents, to complex healthcare projects, ensuring patients continue to receive the exceptional levels of care from our inspiring front-line workers.

This wouldn't all be possible if it wasn't for the Bloom community, who all play an integral role within the business. Brilliant, selfless, and knowledgeable individuals who are passionate about what they do.

Interested? Apply today!
We look forward to receiving your application.