

**HOME GROUP  
JOB DESCRIPTION  
MARKETING ADVISOR**

<b>1</b>	<b>JOB DETAILS</b>	<b>Location: Newcastle</b>
	<b>Job Title: Marketing Advisor</b>	<b>Date: January 2018</b>
	<b>Reports to: Marketing Campaign Manager</b>	<b>Ref: HOMEJD587</b>
<b>2</b>	<p><b>JOB PURPOSE</b></p> <p>To deliver high quality and effective marketing communications and campaigns in a way which supports the corporate strategy and delivers value for money.</p> <p>To deliver marketing communications in a way which enhances the reputation of the organisation and its brands.</p> <p>To be recognised as a trusted advisor to the business and a proactive member of the team.</p>	
<b>3</b>	<p><b>DIMENSIONS</b></p> <p><i>(The financial measures or statistics relevant to your post)</i></p> <ul style="list-style-type: none"> <li>• Short periods of travel may be necessary to assist Home Group colleagues around the UK.</li> <li>• Requires initiative to flag or actively to co-ordinate amongst peers to reduce/eliminate clashes or duplication and maximise efficiency.</li> <li>• Leading on key communications campaigns - working to maintain strategic direction and focus on output and results.</li> </ul>	
<b>4</b>	<p><b>ORGANISATIONAL CHART</b></p> <pre> graph TD     A[Head of marketing] --&gt; B[Marketing campaign manager]     B --&gt; C[Marketing advisor]     B --&gt; D[Marketing advisor] </pre>	

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**KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

- An ability, with supervision, to deliver at pace and under pressure in an organised and structured way.
- Excellent writing, editing and proofing skills and capable of delivering high quality communication products (including Homelife, our customer magazine, newsletters and digital material) under pressure.
- Good communicator (written and verbal) with the ability to earn credibility, trust and influence across the business.
- Be a brand guardian, working to positively promote the impact of a strong corporate brand to colleagues and external audiences
- Self-starter, able to work under own initiative to agreed outcomes.
- Comfortable and reliable in handling sensitive and confidential information.
- Fully competent in working with digital media as a communications tool.
- Comprehensive experience of handling and managing successful marketing communications campaigns
- Experience of creating high quality comprehensive briefs for both internal design teams and external agencies, including monitoring progress to ensure timely delivery
- Experience delivering high quality marketing communications to customers and/or stakeholders
- Evidence of strong customer focus.
- Good interpersonal skills and the ability to work as part of a team.
- Knowledge of content management systems and other electronic/digital tools.
- Ability to manage the effectiveness of marketing activities.
- Understanding of the dynamics of working in a complex and highly devolved organisation.

<b>6</b>	<b>KEY RESULT AREAS</b> <ol style="list-style-type: none"><li>1. Deliver high quality integrated communications campaigns working with experts in the wider business and measuring the impact against SMART objectives, including proactive campaigns to raise Home Group's profile and reputation and marketing support to launch new products to market</li><li>2. Produce or support the production of high quality corporate literature and collateral including editing the customer magazine, writing content for the Home Group external website, creating promotional materials and supporting corporate awards entries</li><li>3. Be an advocate and guardian of the new Home Group visual identity and tone of voice by supporting colleagues to work in line with the new brand guidelines</li><li>4. Support with events, from attendance at exhibitions and conferences to raise Home Group's profile in new areas of business to celebration events to recognise the commitment of customers and volunteers</li><li>5. Help to deliver a planned approach to marketing communications through forward planning and proactively identifying new/growth opportunities</li><li>6. Monitor and manage on a daily basis Home Group's online colleague self-serve system for creating high quality marketing materials</li><li>7. Be recognised as a trusted advisor to the business, able to provide recommendations on suitability and costs of marketing activity to achieve value for money</li></ol>

7	<p><b>COMMUNICATIONS AND WORKING RELATIONSHIPS</b></p> <p><b><u>Internal:</u></b></p> <ul style="list-style-type: none"> <li>• Executive Director of Business Development, Head of Marketing, Marketing Campaign Manager, Design and Brand Manager, Media Manager, Internal Communications Manager</li> <li>• Home Group sales and marketing team</li> <li>• Business partners and customers throughout Home Group.</li> </ul> <p><b><u>External</u></b></p> <ul style="list-style-type: none"> <li>• Customer panels and groups.</li> <li>• External partners and stakeholders.</li> </ul>	
8	<p><b>SCOPE FOR IMPACT</b></p> <ul style="list-style-type: none"> <li>• Project delivery for a particular business unit.</li> <li>• Campaign execution and delivery for key Home Group initiatives.</li> </ul>	
9	<p><b>CORPORATE RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• Responsibility for the health, safety and welfare of yourself.</li> <li>• Undertake all reasonable training activity designed to support you in your role.</li> <li>• Promote equality and diversity as an integral aspect of working at Home and lead by example.</li> <li>• Demonstrate Home Group’s values – live the brand and customer promise.</li> <li>• Undertake any further duties as requested by your Line Manager commensurate with the level of your position.</li> </ul>	
10	<p><b>JOB DESCRIPTION AGREEMENT</b></p>	
	<p><b>Job Holder’s Signature:</b></p>	<p><b>Date:</b></p>
	<p><b>Manager’s Signature:</b></p>	<p><b>Date:</b></p>