

**HOME GROUP**  
**JOB DESCRIPTION**

<b>1</b>	<b>JOB DETAILS</b>	
	<b>Job Title: National Marketing Executive</b>	<b>Date: July 2017</b>
	<b>Reports to: Sales Brand and Marketing Manager</b>	<b>Ref: HOMEJD278</b>

<b>2</b>	<b>JOB PURPOSE</b>
	<p>Create and implement marketing plans across all sites. The role will be pivotal in managing and delivering all marketing activity for sales. Creating marketing strategies and campaigns to ensure new homes are reserved off plan. Analyse and evaluate marketing data and conversions through the lifecycle of a development.</p>

<b>3</b>	<b>DIMENSIONS</b>
	<ul style="list-style-type: none"><li>• Leading and managing the marketing activity to the national sales teams</li><li>• Managing the relationship with contractors and agencies for design, media buyers, print, signage companies and merchandisers in line with internal procured processes and balanced with sales requirements.</li><li>• Managing the marketing budgets for the developments of up £100k per annum per development.</li><li>• Attending national sale sites to identify and maximise marketing opportunities to deliver the marketing strategy.</li><li>• The role will comprise of marketing literature generation including content/copywriting, a knowledge of social networking and the internet is a must, along with a flair for writing and written communication.</li><li>• Managing and updating all on line property portals and web and social advertising.</li><li>• Sourcing new promotional items and supervision of stock control.</li><li>• Analysing and tracking marketing conversion rates</li></ul>

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**ORGANISATION CHART**

Sales Brand and Marketing Manager

National Marketing Manager

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**KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

- Educated to degree standard preferably with relevant marketing qualifications or relevant experience
- Comprehensive experience in a customer focused sales and marketing environment with excellent communication skills.
- Excellent I.T. skills in Word, Excel, database management, internet updates and ability to use bespoke packages including media software.
- Experience or knowledge of digital marketing and SEO campaigns
- Ability to deal with a wide range of clients and negotiate outcomes that provide win: win solutions
- Previous experience of marketing Affordable Home Ownership Tenures as well as Outright Sales with an in depth knowledge of the government regulatory requirements preferably with an RP or Private Developer.
- Strong co-ordination skills with an attention to detail and excellent planning and organisational skills.
- Demonstrates initiative and enthusiasm and ability to develop an innovative approach to marketing the sales product.
- Excellent communication, interpersonal and team-working skills.
- Able to multi-task, plan and manage own workload.
- Creative approach to design and continuous evolution of marketing approaches in line with market trends.
- Ability to manage the marketing activity utilising digital and social media.
- Knowledge of the property marketing industry i.e. online portals.
- Ability to contribute and deliver ideas confidently and communicate information clearly and gain the sales teams 'buy in' for them to achieve successful sales.
- Needs to be a car driver with provision of car use.
- Willingness to travel and work flexible hours when necessary
- Reliable, trustworthy and respectful

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**KEY RESULT AREAS**

- Managing the property portal account and supervising updates for the relevant Home Buy Agent websites, Rightmove and Home Group website portfolio.
- Assessing where to market for our target group and identifying Unique Selling Points (USP's) for individual developments.
- Developing marketing strategy/ plans and actioning all relevant marketing requirements
- Liaising with sales and delivery colleagues weekly and monthly to ensure that all information required for marketing are received for marketing collateral production
- Creating briefs to external and internal agents that is detailed and concise to ensure parties fully understand requirements of HG sales and marketing team.
- Proof reading, signing off designs, circulating to relevant suppliers and following up distribution.
- Managing and monitoring design and creative agencies to ensure that HG brief is met within required time frames
- Regular site visits to identify prime signage opportunities and see they are regularly maintained and developed according to sales performance.
- Ensuring all live portals HG website, Rightmove, Share to buy website are updated and accurate
- Managing marketing quotes and action invoices.
- Leading on organising and coordinating open days, corporate/sales launch events for new schemes and advertising at LA and Home buy agent events for the public.
- Deliver the developed marketing strategies for all new developments including all advertising materials, events, media exposure, show units and instructing and reviewing effectiveness of media coverage.
- Remaining brand aware in line with the corporate identity system by working alongside the Sales and Marketing Team and Comms Team to ensure brand consistency.
- Coordinate timely release of editorials, contribute to the team briefs, advertorials and newsletters on behalf of the Sales and Marketing Team.
- Act as central point of contact for the marketing element of the sales and marketing team.
- Assist in producing and issuing communications both internally and externally to promote sales events and exhibitions.
- Work with members of the Sales and Marketing Team on specific projects channeling information as appropriate.
- Supervise the management of available promotional stock valuations in line with Housing Corporation

	<p>regulatory requirements.</p> <ul style="list-style-type: none"> <li>• Ensure that marketing literature is in line with the Consumer code</li> </ul>
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<b>7</b>	<p><b>COMMUNICATIONS AND WORKING RELATIONSHIPS</b></p> <ul style="list-style-type: none"> <li>• Immediate Team</li> <li>• Project/delivery Managers</li> <li>• Internal Communications Team</li> <li>• Procurement Team</li> <li>• Finance Team</li> </ul> <p><b><u>External</u></b></p> <ul style="list-style-type: none"> <li>• Homebuy Agents and Local Authority representatives.</li> <li>• Media Buyers</li> <li>• Design Agencies</li> <li>• Signage Companies</li> <li>• Printers</li> <li>• Publications</li> <li>• Rightmove, other property portals</li> <li>• Private developers and their representatives</li> <li>• Architects</li> <li>• Promotional Suppliers</li> </ul>
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<b>8</b>	<p><b>SCOPE FOR IMPACT</b></p> <ul style="list-style-type: none"> <li>• The post holder will be the person who carries out all the marketing requirements to ensure that the sales and marketing team and organisation meets its sales targets and financial milestones.</li> <li>• The Housing Corporation is now monitoring the progress of sales units and failure to meet expectations could result in our development status being withdrawn therefore the smooth processing of marketing and sales transactions is essential and this role plays a key part in achieving this.</li> </ul>
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<b>9</b>	<p><b>CORPORATE RESPONSIBILITIES</b></p> <p><b>Health &amp; Safety</b>  As well as taking responsibility for your own health and safety and welfare and ensure that staff under your supervision perform their duties with due regard to the Group’s Health and Safety policy, procedures and safe systems of work, in a safe working environment.</p> <p><b>Training &amp; Development</b>  To undertake all reasonable training activity designed to support you in your role.</p>
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	<p><b>Equal Opportunities</b>          To promote equality and diversity as an integral aspect of working at Home and lead by example</p> <p>To undertake any further duties as requested by your line Manager commensurate with the level of your post.</p>
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<b>10</b>	<b>JOB DESCRIPTION AGREEMENT</b>	
	<p><b>Job Holder's signature</b></p> <p><b>Manager's signature</b></p>	<p><b>Date</b></p> <p><b>Date</b></p>