

MARKETING EXECUTIVE – RESIDENTIAL

DIVISION: Marketing

REPORTS TO: Head of Residential Marketing

LOCATION: Chapel Place, London

MAIN OBJECTIVE: To support the delivery of integrated marketing campaigns for the residential division. To ensure that marketing campaigns are delivered within agreed budgets, comply to brand guidelines, and are measured wherever possible. To support the Head of Residential Marketing and Residential Marketing Manager in developing and maintaining all aspects of the firm's brand and marketing communications

MAIN TASKS:

- Work with the Head of Residential Marketing and Residential Marketing Manager to roll out brand awareness and business generation campaigns across the residential network
- Manage the implementation of planned marketing projects, including:
 - print and digital advertising
 - direct marketing campaigns
 - literature production
 - events
- Brief internal and external designers and suppliers to ensure that projects are delivered on brief, on budget and on time
- Work with the digital and PR teams on integrated campaigns for the residential division via appropriate online and offline channels
- Account management of suppliers such as: printers, photographers, property portals etc.
- Ensure that marketing activity and the availability of creative work are communicated to the residential business through the appropriate channels
- Measure and review the effectiveness of marketing campaigns to inform future planning
- Support the marketing representatives in the residential offices in delivering local marketing and sponsorship activities to agreed corporate guidelines
- Manage day to-day requests from the firm's network of offices
- Act as brand guardian for all residential marketing collateral
- Ensure the smooth running of the residential marketing team including aspects of administration, including invoicing and reporting, arranging meetings, taking minutes, producing presentations

This job description is not exhaustive, and the Senior Residential Marketing Executive may be required to undertake additional duties from time to time to ensure the smooth running of the department.

PERSON SPECIFICATION:

Essential Experience, Skills & Attributes

- Experience in a marketing communications role
- Excellent organisational skills
- Project management experience; from initial briefing through to production and delivery
- Confident in managing stakeholders at all levels
- Excellent IT skills; specifically, Microsoft Office
- Proactive and creative approach
- Ability to write clearly and creatively, with good spelling and grammar, and good attention to detail when proof-reading
- Team player with sound interpersonal and communication skills
- Numerical skills and experienced in managing budgets and measuring the effectiveness of campaigns

Desirable Experience, Skills & Attributes

- Experience in the property industry

Competencies:

- Customer/client focus
- Communication
- Planning and organisation

Our Values:

- **Approachable:** We treat every relationship with respect, integrity & warmth
- **Effective:** We do what we say we will, we do it well & we're accountable
- **Ambitious:** We are ambitious for our clients and our firm