

## ROLE PROFILE

# Marketing & Brand Manager

Grade

E

Contract Type

Home Worker 1

## Role Overview

Manage the development and delivery of all marketing activity for the Group, to ensure our strategic objectives are met in line with the business plan.

Director of People



Head of Communications, Engagement & Marketing



Marketing & Brand Manager



Direct Reports: Marketing & Brand Co-ordinator

Department

Communication, Engagement & Marketing



People Plus

## RESPONSIBILITIES

- Develop effective and impactful marketing strategies and operational plans for on and offline use that align with the overall marketing and communications strategy to support the business plan.
- Champion and steward of the brand; ensuring all aspects of marketing operational planning across all products and services, delivered by YHG and subsidiaries, align with the corporate strategic objectives and marketing and communications strategy.
- Analysing the brand and current strategy, highlighting areas of weakness or conflicting messages, making informed recommendations for change.
- Creating enduring brand messages that generate tangible results such as: behaviour change, increased sales and brand loyalty and awareness.
- Contract managing external agencies and ensuring marketing budgets are met and fully maximised.
- Lead on customer segmentation and the customer purchase journey, ensuring best practice and implementing improvements, where necessary.
- Develop relationships with key internal and regional stakeholders to raise the profile of products and services offered by Your Housing Group.
- Collate and analyse current marketing messages, ensuring consistency.
- Undertake additional duties appropriate to the role and/or grade.

Our Values  
Our Competencies



PASSION



PRIDE



CREATIVITY



ACCOUNTABILITY

Creating more places for people to thrive and be recognised as a sector leading landlord

## STRENGTHS

- ✓ Clear and articulate communication skills, both written & verbal
- ✓ Creative flair – working closely with graphic designers
- ✓ Excellent presentation skills
- ✓ Proven ability to lead on the development and delivery of marketing strategies
- ✓ Good analytical skills with ability to use analysis to make informed recommendations for positive change
- ✓ Proven ability to lead marketing strategies in other organisations
- ✓ Confident in building and maintaining strategic relationships

## ESSENTIAL REQUIREMENTS

- ✓ Experienced in managing and executing impactful marketing campaigns
- ✓ Ability to plan and execute brand and marketing strategies
- ✓ Hands on commercial experience
- ✓ Use of Microsoft packages such as PowerPoint, word, excel and project
- ✓ Full understanding of multi-channel marketing activities and measurement of impact per channel
- ✓ Experience as a marketing manager for a similar organisation
- ✓ Experience of the full marketing mix
- ✓ Bachelor's degree or diploma (or equivalent) in a relevant field

## BENEFICIAL TO THE ROLE

- ✓ Knowledge of the social housing sector
- ✓ Experience presenting to Board level, and gaining buy-in from Executive level
- ✓ Experience of recommending new approaches to maximise impact
- ✓ Operational management skills – managing staff and marketing projects
- ✓ Full understanding of setting up and managing performance of both staff and campaign activity (e.g., Google analytics)
- ✓ Certificate in Marketing (CIM)