

ROLE PROFILE

Marketing & Brand Coordinator

Grade

G

Contract Type

Home Worker 1

Head of Communication, Engagement & Marketing



Marketing & Brand Manager



Marketing & Brand Coordinator



No Direct Reports

Department

**Communication,
Engagement &
Marketing**



People Plus

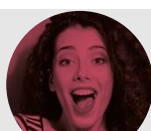
Role Overview

Support the delivery of all marketing activity for the Group, ensuring our strategic objectives are met in line with the business plan.

RESPONSIBILITIES

- Support the delivery of effective, impactful and measurable marketing activity for on and offline use, to support our strategic priorities.
- Production of a range of on and offline marketing collateral including brochures, flyers, emails, signage and social media.
- Support in rolling out and implementing updated brand guidelines, and fielding queries, responding to breaches, and measuring impact.
- Ensure all property portal listings are correct, on brand and up to date.
- Source branded items, ensuring value for money.
- Gatekeeper of the team's branded event collateral, including display banners and materials, AV and manage the booking system.
- Support with online content, both web and social media.
- Provide event support for the wider Communication, Engagement & Marketing Team.
- Undertake additional duties appropriate to the role and/or grade.

Our Values & 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
- ✓ Ability to support with marketing strategies in other organisations
- ✓ Excellent presentation skills
- ✓ Competent in multi-channel marketing activities and measurement of impact per channel
- ✓ IT skills with proficiency in PowerPoint, Word, Excel and Project
- ✓ Ability to work autonomously with minimal supervision
- ✓ Ability to build and maintain strategic relationships

ESSENTIAL REQUIREMENTS

- ✓ Knowledge executing impactful and measurable marketing campaigns
- ✓ Experience of on and offline marketing and promotional assets
- ✓ Experience of the full marketing mix – on and offline
- ✓ Experience of advertising – paid and unpaid inc. PPC
- ✓ Experience within a marketing department (e.g. during employment and / or while studying)
- ✓ Relevant diploma (or equivalent)

BENEFICIAL TO THE ROLE

- ✓ Knowledge of the social housing sector
- ✓ Knowledge of competitor analysis
- ✓ Experience of recommending new approaches to maximise impact
- ✓ Experience of marketing analytic techniques and data management
- ✓ Knowledge of developing marketing plans
- ✓ Knowledge of event management
- ✓ Experience of the employment of marketing analytics techniques to gather important data
- ✓ Relevant Bachelor's degree (or equivalent)