

ROLE PROFILE

Marketing & Brand Coordinator

Grade	Contract Type
G	Home Worker 1
Head of Communications, Engagement & Marketing ↓ Marketing & Brand Manager ↓ Marketing & Brand Coordinator ↓ No Direct Reports	
Department	
Communications, Engagement & Marketing	→ Corporate Services Team

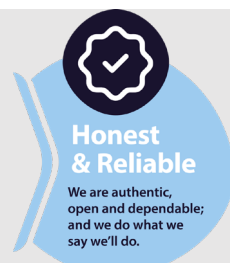
Role Overview

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.
- Support the Marketing & Brand Manager with site visits to meet with signage suppliers and be involved in the creation and installation of signage across our new build developments.
- Be the main point of contact for photography and booking in our dedicated supplier for various photographic projects. Create Matterport tours of the show homes and upload them to our website.
- Production of a range of on and offline marketing collateral including brochures, flyers, emails, signage, and social media posts to support our new build development programme.
- Support in rolling out and implementing updated brand guidelines, fielding queries, responding to breaches, and measuring impact.
- Creation, implementation, and evaluation of social media paid-for adverts and emails.
- Ensure all property portal listings are correct, on brand, and up to date. Regularly review and update property listings and new development information pages on the YHG website. Manage the distribution of portal lead reports and data.
- Source branded items, ensuring value for money, and be the gatekeeper of the team's branded event collateral, including display banners and materials, AV, and manage the booking system.
- Provide event support for the wider Communication, Engagement & Marketing Team. Undertake additional duties appropriate to the role and/or grade.

Our values



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

STRENGTHS

- ✓ Clear and articulate communication skills, both written & verbal
- ✓ Excellent presentation skills
- ✓ Competent in multi-channel marketing activities and measurement of impact per channel
- ✓ IT skills with proficiency in PowerPoint, Word, Excel and Outlook
- ✓ Ability to work autonomously with minimal supervision
- ✓ Ability to build and maintain strategic relationships
- ✓ Excellent attention to detail, accuracy and proof-reading skills

ESSENTIAL REQUIREMENTS

- ✓ Knowledge executing impactful and measurable marketing campaigns
- ✓ Experience of on and offline marketing and promotional assets ideally within a housing provider or estate agent
- ✓ Experience of the full marketing mix – on and offline
- ✓ Full UK driving license & use of a vehicle
- ✓ Experience within a marketing department (e.g. during employment and/or while studying), relevant diploma (or equivalent)
- ✓ Experience of copywriting and excellent attention to detail

BENEFICIAL TO THE ROLE

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