

ROLE PROFILE

Job Title: Brand and Marketing Manager	Role Reports to: Head of Marketing and Communications	Business Function: Marketing & Comms	Grade: E
--	---	--	--------------------

<p>Job Purpose:</p> <p>Driving the growth of the brand within Your Housing Group and ensuring all aspects of its marketing and communications for all key stakeholder's.</p> <p>Managing Marketing support for the Group to ensure strategic objectives are met, in line with the business plan; Major campaign planning, execution and delivery across the Group's products and services.</p>	<p>Key Competencies:</p> <ul style="list-style-type: none"> • Flexibility & Resilience • Meeting Customer Needs • Interpersonal Understanding • Results Focus • Impact and influence • Gathering/seeking information • Problem solving and decision making • Future focus • Innovation
---	--

Key Responsibilities:

1. Brand planning, ensuring all aspects of marketing planning for product and services delivered by YHG and subsidiary organisation align with the corporate strategy and cultural goals.
2. Championing the brand, messaging and core offer, making sure all areas of the organisation understand and adhere to the brand and its goals.
3. Developing high quality and effective marketing materials for on and offline use that align correctly with the overall brand strategy.
4. Analysing the brand and current strategy and highlighting areas of weaknesses or conflicting messages, making informed recommendations for change where necessary.
5. Creating enduring brand messages that generate tangible results such as: increased sales, brand loyalty and awareness
6. and improved reputation.
7. Managing external agencies and a small internal team and ensuring marketing budgets are met and fully maximised.
8. Work with Head of Marketing and Communications to develop an integrated marketing communications strategy for the company incorporating PR, Marketing and Online activity.
9. Implementing marketing communications plans to increase brand awareness and positive business impact.
10. Developing relationships with key regional and national stakeholders to raise the profile of Your Housing Group
11. Collating and analysing current communications messages and ensuring consistency.
12. Undertake additional duties appropriate to the role and/or grade.

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> Experienced in managing and executing impactful marketing campaigns Full understanding of multi-channel marketing activities and measurement of impact per channel Ability to plan and execute brand and marketing strategies Articulate and confident in building and maintaining strategic relationships 	<ul style="list-style-type: none"> Knowledge of the social housing sector Operational management skills – managing staff and marketing projects Use of Microsoft packages such as PowerPoint, word, excel and project for example.
Skills	<ul style="list-style-type: none"> Strong communication skills both written and verbal Good analytical skills with ability to use analysis to make informed recommendations for positive change Creative flair – working closely with graphic designers Highly articulate with excellent written communications and presentation skills A proven ability to lead marketing strategies in other organisations 	<ul style="list-style-type: none"> Full understanding of setting up and managing performance of both staff and campaign activity (Google analytics for example)
Experience	<ul style="list-style-type: none"> Previous experience as a marketing manager for a similar organisation Hands on commercial experience and be driven and passionate in your approach to brand and marketing. Experience of the full marketing mix. 	<ul style="list-style-type: none"> Experience of presenting to board level, and gaining buy-in from Executive level down Experience of recommending new approaches to maximise impact
Qualifications/Education	<ul style="list-style-type: none"> Bachelor's degree. 	<ul style="list-style-type: none"> Certificate in Marketing (CIM)

People Management Responsibility?	This role has line management responsibility and requires coaching of some Your Housing Group staff that are less proficient on brand and marketing
Budgetary Responsibility?	Budgetary responsibility of
Key Relationships (internal/external)	<ul style="list-style-type: none"> • Marketing and Communication team • Your Housing Group marketing support agencies • Staff • Customers • Stakeholders
<p>Safeguarding of Children Young people and Vulnerable Adults</p> <p>Your Housing Group is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.</p> <p>As a Your Housing Group employee, it is your responsibility to attend safeguarding training in accordance with YHG safeguarding training strategy and to be aware of and work in accordance with the YHG safeguarding policies and procedures and to raise any concerns relating to such procedures which may be noted during duty.</p>	

Key Role Performance Indicators
--

- | |
|---|
| <ol style="list-style-type: none"> 1. Marketing strategy and operational planning for new build developments, manage the internal team to ensure tangible results per channel, increase enquiry's/leads by 10% over 12 months year on year for new developments and thus, increase sales and shorter turnaround times for new build sites. 2. Development marketing planning process agreed and implemented for use by March 2019 3. Brand guidelines for YHG to be developed and implemented by March 2019 4. Brand architecture project to be completed by March 2019 to inform and recommend best practice brand strategy for the Group 5. Successful management of campaign projects to support delivery of the wider group KPI's such as; customer data project (50% Responses by March 2019), Your Home Hub, 30% customer by March 2019 6. Networking and profile-raising events – to attend 3 per year to inform the business and keep ahead of best practice in sector. 7. Brand management - research and recommendations using new technologies and faster processes to ensure brand consistency across the group (eg web to print portal) |
|---|

Date Role Profile Created/Updated:	January 2019
---	---------------------