

Job title: Marketing Coordinator

Line manager: Marketing Manager

Grade (if applicable): 4

Direct reports: n/a



Role purpose:

Provide focused marketing support to deliver engaging marketing campaigns, events and initiatives that achieve our targets and key metrics. Work across a variety of marketing activities to co-ordinate best-in-class collateral whilst supporting on the daily administrative requirements of the marketing function. In collaboration with the marketing team, work across both B2B and B2C campaigns to support the delivery of innovative strategies and creative communication campaigns aimed at both internal and external audiences.

Key results:

1. Provide excellent customer service and experience to all stakeholders in order to maximise customer satisfaction.
2. Ensure strong Peabody brand presence within scheme marketing, ensuring guidance from the Peabody brand team is applied.
3. Develop and maintain effective working relationships (internal and external) to create new opportunities, share information and improve our service offering and customer experience
4. Reinforce a culture of continuous improvement, achieving efficiencies and optimising value through all marketing deliverables
5. Uphold and celebrate our ED&I values, becoming an active advocate in support of implementing equality initiatives and ensure that this is reflected in marketing assets and activities (Brand and regionally).

Success metrics:

1. Support the delivery of marketing & brand strategies and campaigns on time and within budget.
2. Work closely within Sales, Marketing and Digital teams to deliver marketing activities that deliver against objectives.
3. Support the delivery of all required marketing collateral and sales tools including (but not limited too) video work, show homes, CGIs, walk-throughs and merchandise.
4. Help plan and manage events that showcase Peabody New Homes and build brand reputation amongst target audience groups.
5. Support the delivery of buyer and homeowner stories (case studies) encouraging our customers to become brand advocates and ambassadors.
6. Work closely with creative design and film agencies, photographers, and printers to create high quality event and campaign collateral and advertising creative; managing all aspects of print, production, installation, receipt and distribution.
7. Proof-read marketing materials; applying feedback where necessary and receive final sign off from the line manager.
8. Support in the delivery of Peabody's awards strategy by collaborating with the Peabody Brand team, internal and external stakeholders; managing required tasks needed to deliver a high-quality submission.

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9. Collaborate with external PR agency and internal Communications team to fact check and proof-read key press releases; ensuring key stakeholders are consulted ahead of sign off.
10. Assist with planning, reviewing and delivering media campaigns in collaboration with media agency.
11. Input into the content marketing strategy, social media and email marketing across B2B and B2C audiences.
12. Assist with monitoring, reviewing and reporting on marketing campaign performance including marketing metrics and KPIs to ensure performance is optimised.
13. Management, organise and co-ordinate furniture storage, appropriate insurance coverage and Peabody scent allocation to relevant locations.
14. Raise purchase orders and record activity payment ensuring that suppliers are paid in accordance with Peabody payment policy.
15. Deliver activities within budget including negotiating stronger rates and achieving value for money.
16. Ensure all marketing deliverables adhere to the Consumer Code, the Data Protection Act, marketing infringement, copyrighting and any other relevant regulations; amend processes and procedures as required and provide guidance and training to the wider team to protect the brand.
17. Contribute to the procurement, performance management and review of marketing suppliers.

About you:

You will be:

1. Highly creative with a keen eye for aesthetics and astute attention to detail
2. A strong and articulate communicator with the ability to manage external agencies and deliverables (i.e. signage, film, creative, media, PR)
3. Able to produce fluent and persuasive copy and content for a wide variety of audiences with clear, accurate writing skills
4. Able to use your effective project management experience to deliver projects and events successfully
5. Able to develop compelling, audience-relevant content for print and online
6. Effective in budget management and monitoring, with the ability to deliver value for money
7. Able to gather and interpret feedback and data, and apply it meaningfully
8. Able to work with minimal supervision and to deliver quickly and efficiently
9. Highly organised, solution-focused with strong problem-solving skills; able to work under pressure in a dynamic sales environment and manage high volume of projects and deadlines
10. Able to externally represent and promote Peabody effectively by creating a consistent, professional, and positive image

You will have:

1. Previous marketing experience in a B2C sales environment with a proven track record of delivering against targets
2. Experience in the new homes property sector (desirable)

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3. Strong analytical, numerical and report writing skills; ability to gather and interpret feedback and data
4. Experience of digital and social media marketing channels and tools
5. Working knowledge of and proven experience ensuring compliance with Data Protection laws, the Consumer Code and other relevant legislation
6. Experience of supporting the delivery of marketing strategies and campaigns that resonate with the target market
7. An understanding of marketing, advertising and PR principles with the ability to proof read and fact check press releases
8. Educated to degree level, Marketing qualification or equivalent qualifications or experience