

# Job title: Marketing Executive

Line manager: Marketing Manager

Grade (if applicable): 3

Direct reports: n/a



## Role purpose:

Through strategic marketing, devise, manage and implement engaging, multi-tenure marketing campaigns including Shared Ownership, Private Sale and London Living Rent. Using marketing expertise and knowledge, this role will lead on creating thoughtful marketing campaigns and innovative content and collateral that deliver high quality leads and position Peabody New Homes as market leaders; ensuring ROI and performance is continually optimised.

## Key Results:

1. Ensure the provision of excellent customer service and experience to all stakeholders in order to maximise customer satisfaction.
2. Ensure strong Peabody brand presence within scheme marketing; ensuring Peabody New Homes guidelines are applied.
3. Effectively manage budgets relating to activities within the remit of the role including negotiating stronger rates on deliverables and achieving value for money.
4. Raise purchase orders and record activity payment ensuring that suppliers are paid in accordance with Peabody payment policy.
5. Develop and maintain effective working relationships (internal and external) to create new opportunities, share information and improve our service offering and customer experience.
6. 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.
7. Reinforce a culture of continuous improvement, achieving efficiencies and optimising value through all marketing deliverables.
8. 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. Lead on delivering development marketing strategies and effective campaigns on time and within budget on across a range of projects.
2. Support on delivering campaigns for higher risk projects and developments.
3. Work closely with the Sales and Digital team to create strategic approaches and activities that deliver good quality leads and outputs.
4. Plan, develop and deliver all required marketing collateral and sales tools including (but not limited to) marketing suites/sales offices, show homes, interactive systems and merchandise.
5. 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.

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6. Effectively plan and deliver media campaigns in collaboration with media agency; ensuring that set objectives are achieved and the campaign is continually optimised.
7. Collaborate with external PR agency and internal Communications team to devise PR development strategies that convey key campaign messaging; liaising with key stakeholders when appropriate.
8. Input into a comprehensive content marketing strategy, online customer experience, social media and email marketing that assist with achieving set targets and objectives.
9. Continually review, analyse and report on development marketing campaigns, strategies and KPIs; ensuring to effectively evaluate data to enhance and optimise performance and ROI.
10. Devise strong, customer-focused solutions that overcome barriers to sale and enhance the buyer experience inline with the Peabody brand.
11. Proof read and approve marketing materials; applying feedback to where necessary and receive final sign off from the line manager and key stakeholders.
12. Support in the delivery of the Peabody's awards strategy by collaborating with internal and external stakeholders; managing required tasks needed to deliver a high quality submission.
13. Regularly review the development customer journey ensuring a consistent and positive experience at all touch points.
14. In collaboration with the wider Peabody team, continually review marketing processes and procedures to deliver quality marketing assets.
15. Contribute to the procurement, performance management and review of marketing suppliers

## **About you:**

### **You will be:**

- Highly creative with a keen eye for aesthetics and astute attention to detail
- A persuasive and articulate communicator with strong, accurate proof reading / fact checking ability
- Highly organised with solution-focused problem-solving skills, and able to work under pressure in a dynamic sales environment
- Able to manage a high volume of projects (including events) and deadlines
- Able to demonstrate effective project management including delivering events
- Able to work with minimal supervision and to deliver quickly and efficiently
- Able to effectively set, manage, monitor and forecast budgets whilst also able to deliver value for money
- To externally represent and promote Peabody effectively by creating a consistent, professional, and positive image

### **You will have:**

- Previous marketing and campaign management experience in a B2C sales environment with a proven track record of delivering against targets (essential)
- Experience in the new homes property sector (desirable)

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- Demonstrable experience developing targeted, rationalised marketing strategies that resonate with the target market
- Strong analytical, numerical and report writing skills; ability to gather and interpret feedback and data to influence stakeholders and business decisions
- Proven experience managing external creative, film, signage, media and PR agencies
- A strong understanding of the principles of marketing, advertising, PR and brand
- Experience planning and delivering multi-channel campaigns and a range of compelling marketing collateral and copy for a variety of audiences; on and offline
- Proven experience measuring the effectiveness of and optimising marketing campaigns
- Experience of digital and social media marketing channels and tools
- Working knowledge of and proven experience ensuring compliance with Data Protection laws, the Consumer Code and other relevant legislation
- A degree level Marketing qualification or equivalent qualifications or experience

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