

Job title: Marketing Manager - Development

Directorate: Development and Sales

Overview	
Role Purpose	<p>The NHG Homes marketing team help realise our vision for our sale developments and build brand and product awareness, marketing our new homes to acquire and convert leads that drive sales across our exciting and ambitious programme.</p> <p>The purpose of this role is to develop marketing strategies that raise awareness and generate leads for our new build sale developments. You will collaborate with cross-functional teams, manage campaigns and leverage market insights to promote NHG Homes' properties effectively. As a marketing manager you will manage the NHG Homes brand as its champion and guardian, developing our brand strategy to help differentiate it from competition, increasing our London market presence and positive customer and stakeholder recognition. Positioning NHG Homes as a leading provider of home ownership products and services</p>
Responsible for	<ul style="list-style-type: none"> Marketing Strategy Budget Management Brand management Team Leadership Campaign Management and product promotion Supplier and Stakeholder management Marketing and regulatory Compliance Reporting
Reports to	Head of Marketing and Digital
Line management	Marketing Executive (Development)
Tier	Tier 7
Expectation Level	Operations Manager
Role relationships	
Internal	Close working with colleagues across the sales and marketing directorate, client project team, staircassing and resales, delivery, home ownership, development, finance, communications and human resources. Project team working with peers across other directorates.
External	Supplier management and liaison, developer relationships, stakeholder relationship building/ representation as appropriate with Local Authorities, Joint Venture Partners and Greater London Authority/ Transport for London, sector peer group projects – Shared Ownership Week, National Housing Federation projects as directed.

Manager / leadership criteria	
Staff reports	<ul style="list-style-type: none"> Total:1 Direct: 1 Indirect:0
Budget size	24/25 Estimate: £1,933,217

<p>Specific designated, regulatory compliance requirements</p>	<ul style="list-style-type: none"> • Compliance with The consumer Protection from unfair Trading regulations (CPRs) • Compliance with National Trading Standards and the material information for property listings • Compliance with New Homes Quality Code of Practice • Compliance with The Advertising Standards Authority (ASA) guidelines • Compliance with data protection regulations (e.g. GDPR)
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Role accountabilities

<p>Operations</p> <ul style="list-style-type: none"> • Brand guardianship –ensure the NHG Homes guidelines and toolkit (logo guidelines, standard copy, channel templates and other resources) are published organisation-wide, are reflected in our developer agreements/ requirements so that on site branding is maximised, are applied consistently and audited and factor across every marketing asset. • Work with our PR agency to maximize NHG Homes and development publicity to consumer audiences, identify relevant award opportunities and develop entries for brand campaigns, identify opportunities to position NHG Sales senior management team as sector thought-leaders/ spokespeople. • Work with the digital team to implement our organic social media strategy, to roll out video content, partnerships and influencer programs, enabling measurable, high impact results with performance reporting. • Maintain and support the delivery of a content strategy across all schemes as well as the NHG Homes brand to ensure we are delivering interesting content across all channels. Work with the Digital Manager to ensure all content is delivering on our digital goals. • Ensure marketing campaigns comply with legal and governance requirements relating to marketing property across all tenures. • Lead on design and set up of show homes and sales suites. • Oversee development campaigns asset and content production, budget planning and management through the Development Marketing Executives and through working with the Digital Marketing Manager. • Work with our suppliers and Digital Marketing Manager to provide weekly updates on development and brand campaigns performance, consumer behaviour and trends and digital performance. • Work with sales and customer experience to enhance the customer journey and ensure that marketing source is known and reported on from enquiry to completion. • Provide regular high-quality reports to the Head of Marketing and senior management team on performance, return on investment and progress against targets and the business plan either directly or through the team as part of our routine review process. • Ensure all portal listings are constantly reviewed, refreshed and optimised following industry best practice for best return on investment. • Work with suppliers, digital and sales to create informative content that highlights the advantages of home ownership. • Collaborate with industry influencers to provide expert insights and promote our brand as an industry though leader. • Developing partnerships with Local Authorities and communities to host homeownership and mortgage clinic events. • Developing and managing a referral programme encouraging satisfied buyers to refer friends and family.
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Role accountabilities

- Use and evolve our marketing framework to procure marketing suppliers who can add value to our brand campaigns, drive campaigns efficiency, gain stakeholder confidence and strengthen our panel of approved suppliers.
- Support and oversee internal marketing, raising organisation-wide awareness of our brand and development marketing campaign activity and share best practice.
- Manage marketing administration, procurement, compliance and co-ordination across the marketing and digital team so that all activity is delivered to a consistent and agreed process – Across both brand and development campaigns.
- Marketing file administration, storage and asset storage systems are kept both current and usable for all department users by the Marketing Executives.
- Create development brand concepts and set standards for all elements of site presentation across the marketing and promotional mix for our sales programme to maximise customer experience and saleability.
- Build excellent working relationships with colleagues and other departments, working collaboratively to deliver exemplar campaigns.
- Supporting annual marketing budget planning as part of the marketing management team with direct responsibility for ensuring all marketing and digital campaigns are delivered within budget with spend being effectively planned, monitored, controlled and reported on all your/ your team's projects.
- Oversee day to day marketing team invoice processing.

Team Management

- Provide effective leadership, coaching, training, management and motivation of the marketing executive including allocation of programme, target setting, recruitment, training and development, disciplinary matters, supervision, attendance, competency measurement, reviews and appraisals.
- Manage cross-team brand projects as directed.
- Ensure Marketing Executives feed into weekly lead reporting (volumes, sources and costs) for each of their schemes at our sales and marketing meetings.

Strategy and Compliance

- Develop and deliver annual NHG Homes brand and composite campaign strategy to strengthen our proposition, build awareness of NHG Homes sales products and services, maximise customer acquisition and surplus supporting sales targets and launch schedule. Close working with Digital Marketing Manager will be essential.
- Create and implement marketing strategies for all developments in our pipeline; Shared Ownership, private sale, both in the UK and overseas to achieve required sales rates and target income and support place making - where relevant. Working with sales strategy research to ensure thorough market research is conducted to identify trends, competitor activities, and emerging opportunities.
- Support Joint Venture marketing strategies.
- Ensure marketing processes are mapped and adhered to across the team.
- Check and sign off all brand campaign marketing material and all development marketing material (except that produced directly, which will be signed off by the Head of Marketing and Digital) to ensure we comply with relevant branding, property, consumer protection and advertising standards.
- Review sales and marketing literature, including websites and portals to ensure it accurately reflects scheme details, and fully complies with current regulations and New Homes Quality Code guidance.
- Marketing compliance – working with the sales and marketing management team to develop 'the NHG Homes way' for marketing processes and administration.

Role accountabilities

- Work within General Data Protection Regulations (GDPR) and ensure that the work the team does is compliant with current information governance legislation.

General

- Deputise for the Head of Marketing and Digital as required.
- Practice and enable continuous improvement.
- At all times follow the financial regulations, policies and procedures and health and safety procedures at NHG.
- Take ownership of your own health and safety and that of others; following the relevant corporate guidance outlined in our Safety Management System.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification

Experience (executive)

Essential

- Experience at manager level of overseeing marketing campaigns in a property field with a track record of successful delivery
- Knowledge and understanding of the UK house building market, product, competition, development pipeline and legislation relating to property marketing
- Demonstrable supplier management experience, including procurement, setting KPI's and managing their performance.
- Experience in the new homes property sector.
- Experience of managing / coaching 1+ reports (directly)
- Experience of managing budgets. Proficiency in creating and managing marketing budgets, allocating resources effectively and achieving ROI.
- Experience of setting up site sales suites and show homes.
- Experience of meeting short and longer term deadlines for brand development and marketing material production.
- Developing marketing strategies that effectively reach target audiences to support sales.
- A strong track record of commercial success in brand management.

Desirable

Professional expertise (know how & experience)

Essential

Desirable

<ul style="list-style-type: none"> • Role models effective leadership and has personal integrity and credibility and a proven ability and desire to collaborate with colleagues. • Excellent attention to detail and ability to proofread copy for quality control. • Experience in drafting creative briefs and liaising with suppliers and agencies. • Proactive and able to work on own initiative. • Creative problem solving • Experience with brand management and improving brand awareness. • Content creation • Familiarity with digital marketing channels: SEO, social media, email marketing, content marketing and online advertising 	
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Skills

Essential	Desirable
<ul style="list-style-type: none"> • Excellent communication skills – written, verbal, reporting and presenting to senior executive/ board level • Demonstrable experience using MS Office, CMS and CRM systems. • Exceptional people, budget and project management skills. • Customer focus – delivering above expectation. • Excellent inter-personal, influencing and negotiation skills. 	<ul style="list-style-type: none"> • Proven graphic design experience for both offline and online collateral. • Up to date with industry leading software and technologies (In Design, Illustrator, Photoshop,)

Qualifications and/or professional membership

Essential	Desirable
<p>A bachelor’s degree in marketing or proven marketing management experience equivalent.</p>	<ul style="list-style-type: none"> • Professional qualification in brand management • Chartered Institute of Marketing – qualification or membership.

NHG Values and Behaviours

NHG Values and Behaviours serve as a guiding framework for our staff and helps us understand how our values should be visible in everything we say and do. They outline what we expect from our staff at different levels across the organisation.

This role is at **MANAGER** level and therefore you should refer to the **MANAGER** behaviours in addition to this role profile.

The full list of NHG Values and Behaviours is available on our external job site page and intranet, Milo.

You’ll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.

