

# Marketing Executive

## Folio London – Operations Directorate

Overview	
<b>Role Purpose</b>	Responsible for devising marketing strategies and advertising Folio London's properties to let to support voids and lettings targets.
<b>Responsible for</b>	<ul style="list-style-type: none"><li>• Implementing marketing strategies that align with business objectives</li><li>• Marketing Folio London's properties to let</li><li>• Set and manage budgets for marketing campaigns</li><li>• Briefing agencies to support your marketing campaigns</li><li>• Reporting on return on investment</li><li>• Conducting market research and gathering market intelligence</li><li>• Promoting the Folio brand</li><li>• Compliance – legislative, industry and H&amp;S</li></ul>
<b>Reports to</b>	Marketing Manager
<b>Line management</b>	NA
<b>Tier</b>	8
<b>Expectation Level</b>	Colleague
Role relationships	
<b>Internal</b>	Executive Board, Folio Board and Governance Committees Group Director of operations directorate Operations Directorate Folio London team Development, Finance, ICT, BID, Communications
<b>External</b>	Customers Contractors and suppliers Auditors

## Role accountabilities

- Plan and implement marketing and digital marketing campaigns as required for developments that support rental targets. Take ownership of all marketing (online and offline) for developments, ensuring all communications are up to date and accurate at all times, and adhere to the corporate branding guidelines and policies.
- Work closely with the Folio London team, specifically the Lettings team to guide and advise on best practice marketing to achieve desired targets.
- Work with the Communications Team and external agencies to provide information for press releases and PR opportunities.
- Coordinate the production of high quality marketing communications, publications and marketing collateral that adhere to the corporate brand guidelines. Work closely with designers and agencies if necessary to achieve this.
- Work to a budget and ensure that budgets are adhered to reporting where budgets are likely to overrun or any other matters which could impact on delivery.
- Raise purchase orders and process invoices including recording all expenditure and payments and monitoring development budgets.
- Feedback to the Marketing Manager and the operational teams if improvements are identified in relation to letting Folio London properties and improving customer satisfaction.
- Collaborate with colleagues in the Communications, Development & New Business and NHHO Marketing teams to ensure all relevant information and plans needed for marketing new developments are received on time.
- Support the Digital Coordinator to oversee all digital platforms including the website, lettings portals (Rightmove and Zoopla) and all aspects of social media (Twitter, Facebook, Instagram and LinkedIn).
- Responsible for procuring, ordering and delivering of show flat and tenancy furniture packages including fixtures and fittings.
- Contribute to committee and board meeting reports and present strategies and updates to senior management teams.
- Monitor and report on marketing activities and advertisements and outline ways to improve. Contribute information on Folio London's website performance to regular reports.
- Work with the lettings and operational teams to develop case studies and promote positive feedback.
- Review and monitor external advertising and share market research with the team.
- Create content for Folio London marketing and liaise with the Communications team to promote it via relevant channels, e.g. social media, print etc.
- Promote the Folio brand internally and externally and increase exposure.
- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

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	Desirable
<ul style="list-style-type: none"> <li>• Experience of working in the private rented sector</li> <li>• Recent experience of working in marketing related position</li> </ul>	<ul style="list-style-type: none"> <li>• Recent experience of working in a sales and customer service environment</li> </ul>
Professional expertise (know how & experience) <sup>*</sup>	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Good understanding of the private rented sector</li> <li>• Good understanding of the relevant legislation, statutory and regulatory requirements related to the private rented sector</li> <li>• Experience of managing or overseeing projects to deliver successful outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• A good understanding of the private rented tenure and the processes related to letting and managing privately rented property</li> <li>• Experience of using business intelligence systems or databases to provide accurate management reporting</li> </ul>
Skills	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Effective IT skills including intermediate to advanced MS Office skills</li> <li>• Excellent verbal and writing skills</li> </ul>	
Qualifications and/or professional membership	
Essential	Desirable
	<ul style="list-style-type: none"> <li>• CIM (desirable)</li> <li>• ARLA/NAEA/IRPM or similar (desirable)</li> </ul>

NHG Expectations
<p>NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.</p> <p>This role is an colleague expectation level and therefore you should refer to the colleague expectation profile in addition to this role profile.</p> <p>The full NHG expectations framework is available on our external job site page and intranet, Milo.</p>

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