

Senior Marketing Campaigns Manager

Sales & Marketing

Overview	
Role Purpose	<ul style="list-style-type: none"> To plan, develop and deliver individually tailored marketing campaigns for our flagship developments and those of scale, complexity, or strategic significance to help NHG meet our business objectives. To raise awareness, increase our brand equity and market presence as a leading provider of home ownership. To generate leads required to meet our sales targets on time and within budget across all your designated developments whilst achieving high levels of customer and stakeholder satisfaction.
Responsible for	<ul style="list-style-type: none"> Maximising market penetration and lead generation at designated residential developments in our portfolio. Campaign delivery from cross-team strategy development for each of your projects, through supplier procurement and management, marketing plan implementation to return on investment reporting. Working with partners and stakeholders at designated joint venture or regeneration/multi-tenure developments.
Reports to	Marketing Manager - Campaigns
Line management	N/A
Tier	7
Expectation Level	Colleague
Role relationships	
Internal	Close working with colleagues across the sales, sales strategy and research and marketing teams, client delivery, leasehold, development, corporate communications, finance and human resources. Project team working with peers across other directorates.
External	Supplier and agency management and liaison, developer relationships, stakeholder relationship building/representation as appropriate/directed.

Role accountabilities
Campaigns <ul style="list-style-type: none"> Develop evidence-based sales and marketing and PR strategies for your schemes jointly with the marketing management team, sales managers, sales strategy colleagues, sales agents and suppliers and oversee their implementation to meet leads and sales targets. Ensure all marketing campaigns are delivered to a high quality, on target, on time and within the agreed budget. To take responsibility for purchase requisitions.

Role accountabilities

- Take ownership of all marketing for your developments both off-line and on-line and through third party property portals, ensuring all communications are always up to date and accurate.
- Work with stakeholders to ensure any requirements to target priority buyers are immediately met.
- Work with and influence internal teams in meeting launch dates and marketing requirements on all your new developments.
- Collaborate with sales colleagues, sales agents and suppliers to ensure optimal marketing suite. signage and show home delivery, presentation and operation.
- To regularly review, research and improve the customer journey and competition on your schemes and across the pipeline, ensuring a consistent and positive experience at all touch points.
- To work collaboratively with other members of the marketing team (brand, campaign and digital), sharing best practice and provide support for wider corporate events such as home shows and exhibitions.
- Work with the digital team to provide weekly updates on web-user activity, content creation and programming and social media strategy.

Team Working

- Work with colleagues in marketing and digital, using your experience and project management skills to enhance their capability, experience and skills to create opportunities for growth, progression, innovation and succession within the team.
- Build positive and productive working relationships, working collaboratively with colleagues and other departments to support effective campaigning and to celebrate success.
- To manage great working relationships with third parties and suppliers so that they meet our brief, operate as part of our team and are fully accountable.

Strategy and Compliance

- Work with the marketing management team and take ownership of applying corporate, NHG sales and scheme branding correctly in compliance with branding guidelines.
- Ensure your marketing campaigns are compliant with financial regulations, data protection, procurement framework, consumer protection and advertising standards.
- Manage your budgets effectively.
- Make service improvements which increase conversion rates and improve customer satisfaction.

Role accountabilities

- To contribute to production of the annual marketing operational plan, supporting the Marketing Manager in its production and implementation to meet our aim of being the best in sector marketing team.

Reporting

- To report on your campaign strategies, activities and results (against target) at relevant meeting forums, report cycles and on an ad hoc basis to help drive service improvement, scheme performance and colleague awareness.
- To maintain up to date information on all sales and marketing strategy documents, project trackers, budget trackers and marketing logs.
- To work with sales, digital and our customer liaison team to enhance the customer journey and maintain targets from leads to viewing to completion

General

- 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.
- Deputise for the Marketing Manager (Campaigns) where required.

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

- Successful delivery of property marketing at schemes with a high profile, level of complexity, scale and strategic significance using off-line and digital channels. (Essential).
- In depth knowledge of and experience of managing multi-channel integrated marketing campaigns (Essential)

Desirable

- Knowledge of multi-tenure Shared Ownership and Private Sale scheme marketing.

<ul style="list-style-type: none"> • A proven track record of a pro-active approach to managing larger projects, budgets and a wide range of stakeholders effectively (Essential) • Experience of ways in which to optimise marketing value, improving ROI and adding value to product through effective marketing (Essential) 	
Professional expertise (know how & experience)	
Essential	Desirable
<ul style="list-style-type: none"> • Ability to define, create and present marketing strategies for residential developments. • Demonstrable experience of effective project management specifically to managing collateral design and production, marketing suite and show home production, launch event management, public relations and advertising campaigns (Essential) • Marketing budget management reporting and experience. 	<ul style="list-style-type: none"> • Brand creation and/or management
Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Excellent verbal, copy writing, proof reading and editing skills. • Effective IT skills including MS Office. • Ability to demonstrate analytical skills to interpret and report on customer, ROI, and competitor data 	<ul style="list-style-type: none"> • Working knowledge of content management systems/ CRM systems/ Adobe software and social media • Working knowledge of purchase order systems. • Presentation skills
Qualifications and/or professional membership	
Essential	Desirable
<ul style="list-style-type: none"> • Marketing degree or equivalent proven marketing experience 	<ul style="list-style-type: none"> • CIM membership, diploma accreditation or course in progress • Management or coaching course completion

NHG Expectations

NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.

This role is a **colleague** expectation level and therefore you should refer to the **colleague** expectation profile in addition to this role profile.

The full NHG expectations framework 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.