

# Marketing Manager - Campaigns Development & Sales Directorate

Overview	
<b>Role Purpose</b>	<p>To manage our marketing team and to plan, develop and deliver campaigns to raise awareness of our new build sale developments, increase our development brand and overall brand equity, local and London market presence and customer and stakeholder recognition of NHG as a leading provider of home ownership products.</p> <p>To generate the leads required to meet our sales targets on time and within budget across our sales programme of Private Sale, Shared Ownership and other home ownership products or related housing products and services as required whilst achieving high levels of customer and stakeholder satisfaction.</p>
<b>Responsible for</b>	<ul style="list-style-type: none"> <li>Developing and implementing sales and marketing strategies using offline and online channels with sales and sales strategy colleagues and suppliers to meet our business objectives and, where appropriate, those of our partners.</li> <li>Working with colleagues in the marketing and digital team, research, sales strategy, sales, development and our supplier base to improve our customer journey, experience and return on investment.</li> <li>Oversee development campaigns asset and content production, budget planning and management through the Campaign Managers and through working with the Digital Marketing Manager.</li> <li>Getting results through the team. Managing, coaching, and motivating your line reports to drive performance improvement, develop the team's capability and provide consistent, high quality, results focused marketing for NHG.</li> <li>Providing management reports and reviews updating the senior management team, partner stakeholders or Joint Venture boards on campaign progress and performance.</li> </ul>
<b>Reports to</b>	Head of Marketing and Digital
<b>Line management</b>	Senior Marketing Campaigns Manager Marketing Campaigns Manager (x2)
<b>Tier</b>	Tier 6
<b>Expectation Level</b>	Operations Manager
Role relationships	
<b>Internal</b>	Close working with colleagues across the Sales and Marketing directorate, Sales and Building Safety, Delivery, Home Ownership, Development, Finance, Communications and Human Resources. Project team working with peers across other directorates
<b>External</b>	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 project as directed.

Manager / leadership criteria <b>(Delete this box if not relevant)</b>	
<b>Functions</b>	Marketing Campaigns and Budgets
<b>Staff reports</b>	Total: 3 Direct: 3 Indirect: 0
<b>Budget size</b>	TBC
<b>Specific designated, regulatory compliance requirements</b>	GDPR, ASA, Consumer Code, New Home Quality Code
<b>Other key data (i.e. size of operation, units managed, size of programme etc)</b>	Marketing Budgets vary YoY in line with the Development and Sales Programme

Role accountabilities
<p><b>Campaigns</b></p> <ul style="list-style-type: none"> <li>• Work with the senior management team to develop strategies to build NHG's development sales brands presence externally and to maximise market penetration for our new homes for sale in support of our business plan.</li> <li>• Supporting the Senior Management Team, Head of Marketing and Digital and regeneration development project teams in planning longer-term product campaigns on multi-year projects.</li> <li>• Managing a team of Marketing Campaign Managers (including on Senior Marketing Campaigns Manager) to plan, create and execute new sale development campaigns designed to build awareness of NHG sale products and services cost-effectively to maximise customer acquisition, retention, conversion to sale and return on investment.</li> <li>• Develop joint sales and marketing strategies with sales managers, sales strategy colleagues, partners, sales agents, and appointed suppliers for each sales development to deliver on our targets and achieve our budget targets.</li> <li>• 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.</li> <li>• Build excellent working relationships with colleagues and other departments, working collaboratively to deliver exemplar campaigns.</li> <li>• Supporting annual marketing budget planning as part of the marketing management team with direct responsibility for ensuring all marketing campaigns are delivered within budget with spend being effectively planned, monitored, controlled, and reported on all your/your team's projects.</li> <li>• Manage our PR agency to maximise publicity and relevant sector/property award opportunities for our sale developments, including crisis management for development campaigns.</li> <li>• Use and evolve our marketing framework to produce marketing suppliers who can add value to our campaigns, drive campaigns efficiency, gain stakeholder confidence and strengthen our panel of approved suppliers.</li> <li>• To manage internal marketing, supporting organisation-wide awareness of our development marketing campaigns activity and share best practice.</li> </ul> <p><b>Team Management</b></p> <ul style="list-style-type: none"> <li>• Provide effective leadership, coaching, training, management, and motivation of the marketing team including allocation of programme, target setting, digitalisation, recruitment, training and development, disciplinary matters, supervision, attendance, competency measurement, reviews and appraisals.</li> </ul> <p><b>Strategy and Compliance</b></p>

## Role accountabilities

- Check and sign off 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.
- Ensuring marketing complies with data protection and information governance standards.

## Reporting

- Ensure Marketing Campaigns Managers feed into weekly lead reporting (volumes, sources, and costs) for each of their schemes at our Sales and Marketing meetings.
- Work with our suppliers and Digital Marketing Manager to provide weekly updates on campaigns performance, consumer behaviour and trends, and digital performance.
- To work with sales and our contact centre to enhance the customer journey and ensure that marketing source is known and reported on, from viewing 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.

## 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 outlines 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

- A strong track record of commercial successes in new homes property marketing.
- Exceptional people, budget, and project management skills.
- Developing marketing strategies that effectively reach target audiences to support sales.
- Proven success at marketing sale and/or rent products at multi-tenure developments.
- Demonstrable experience of successfully managing positive stakeholder relationships.

#### Desirable

- Supplier procurement, management and relationship management which adds value to our service offer.

### Professional expertise (know how & experience)

#### Essential

#### Desirable

<ul style="list-style-type: none"> <li>• In depth knowledge of the marketing communications mix including brand development and positioning strategies.</li> <li>• Sector knowledge – understanding how sector partners and stakeholders and media can extend our marketing reach to priority buyers and help realise our strategic aims.</li> </ul>	
<b>Skills</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Customer focus – delivering above expectation.</li> <li>• Vision, drive, solution focus and a ‘can do’ attitude.</li> <li>• Excellent inter-personal, influencing and negotiation skills.</li> <li>• Excellent communication skills – written, verbal, reporting and presenting to senior executive/board level.</li> <li>• Takes ownership to achieve the best outcomes.</li> <li>• Practical commitment to equal opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Effective, current IT skills.</li> </ul>
<b>Qualifications and/or professional membership</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Educated to degree level or proven marketing management experience equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Chartered Institute of Marketing – qualification or membership.</li> <li>• Construction Skills Certification Scheme – site visitor HS &amp; E card holder.</li> </ul>

<b>NHG Expectations</b>
<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 Operations Manager/Tier 6 expectation level and therefore you should refer to the Operations Manager/Tier 6 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.