



MARKETING COORDINATOR



ABOUT THE ROLE

The Marketing Coordinator role within a division is responsible for the day-to-day co-ordination of marketing and advertising of the companies developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The role will be required to adhere to the marketing process and ensure delivery of divisional and group marketing initiatives and projects are achieved along with engagement with the brand, generating leads, reporting to divisional and group teams and increase product sales.

The role will be required to develop and maintain relationships with key stakeholders i.e., Sales Team, approved Agencies, Divisional Technical Teams, and Group Marketing.

The role will be required to liaise with other departments to produce and update marketing content and ensure deadlines are closely monitored. All collateral is to be correct and produced to the highest quality in line with Group brand guidelines.

Responsible to: Sales Director, Head of Marketing Operations

KEY RESPONSIBILITIES

1. Digital

- Ensure that all website and third party portal information and content are kept up to date ensuring content is correct at all times.
- Coordinate the set up and maintenance of call tracking telephone numbers ensuring all numbers are set up and tracking correctly. Monitor calls and utilise call data as part of marketing performance
- Coordinate the set up and maintenance of business search listings on Google/Bing ensuring listings are kept up to date at all times
- Coordinate activities for email marketing, digital advertising, print and media, direct mail and more

- Conduct consumer and competitor research, analysing data to identify insights

2. Set Up, Content & Production

- Attend and assist Sales with development set-up meetings, site launches, and new property releases
- Coordinate the briefing of POS and ensure all content online and in Customer Experience Suites are up to date at all times. Arrange for interactive site plans to be produced working closely with Sales and Technical as well as floorplans, website copy, brochures, matterports etc. where necessary. Utilise group assets where required
- Deployment of group campaigns locally, ensuring brand guidelines are maintained
- Coordinate local product, location and PR photography to be produced
- Coordinate day to day with PR agencies, briefing press releases, arranging photography and attending events (where applicable).
- Coordinate the set up of events working closely with Sales Managers ensuring mascots are booked, promotional items ordered etc. Help to coordinate the logistics of local events including invitations and associated activity.
- Help support Sales Management in the set up of Customer Experience Suites including conducting regular audits to ensure CES's are up to date at all times, setting up of telephone lines and organizing of hampers to be sent to site.
- Assist Sales with the set up of new signage including ongoing maintenance via signage partners.
- Assist Sales in the set up of all choices and upgrades are added to internal sales system

3. Performance Marketing

- Monitor advertising budgets as well as media production costs and report to Sales Management as required.
- Maintain customer database and lead quality ensuring continuous growth is achieved across the marketing database as well as GDPR compliance is being followed.
- Coordinate the production, distribution and monitor advertising effectiveness ensuring necessary targets are being achieved. Coordinate the production of media schedules working closely with Sales. Continually update information for paid search campaigns.
- Report all cost and advertising activity on MPM ensuring necessary UTM tracking is set up and applied to digital media. Provide latest sales information to agency partners to enable planning/reporting prior to marketing meetings.
- Attend bi-monthly Divisional marketing meetings, and as required, assist Sales Director with agenda/admin/reporting before and after the meetings.

4. Miscellaneous

- Support Sales Coordinator as and when required including holiday cover.
- Support Sales in coordinating external agencies and third party suppliers.



THE PERSON

- Good level of experience in a similar role.
- Degree educated (2:1 or above) or equivalent. Qualifications in Marketing/PR or Communications desirable but not essential.
- Ability to work autonomously and to tight deadlines
- Excellent written/verbal communication skills
- High level of organisation, someone who is flexible with the ability to multi-task.
- Ability to work to brand guidelines.
- Excellent working knowledge of Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Experience with CMS systems
- Ability to work individually as well as part of a team.
- Positive can-do attitude always.
- Full driving licence

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.