



MARKETING ASSISTANT



ABOUT THE ROLE

The Marketing Assistant will be responsible for supporting Redrow's brand team ensuring the company is always perceived positively. Working closely with the Marketing Brand Coordinator / Dept. HOD primarily but will also support the wider team where necessary. The Marketing Assistant will need to be able to work alongside team members supporting on multiple projects.

Responsible to: Marketing Brand Coordinator

Location: Applicants should be within a commutable distance of the North West

KEY RESPONSIBILITIES

1. BRANDED CONTENT

- Support in the updating of the monthly contra charge spreadsheet for items pre-purchased by Group Marketing and sent out to the Divisions. Includes flags, home files, promotional goods, hampers etc.
- Support with the development of group standard floorplans / house type sheets ensuring all information from Group Technical is collated and correct.
- Support with the production of CGIs to ensure an effective process between the supplier and technical departments, always ensuring a swift process with attention to detail.
- Supporting the coordination of content on the brand portal including brand asset management ensuring that all information is accurate, up to date and easily accessible always.
- Maintain effective communications with internal company function/divisions to coordinate updates and changes to branded assets.
- Support with the reporting of brand audits, as well as ensuring brand governance is followed throughout the business.
- Supporting the Marketing Brand Coordinator in the management of departmental events and biannual St David's events.
- Working with the Marketing Brand Coordinator supporting in the development of creative look & feel, as well as tone of voice of brand materials through internal systems and external partners.



2. ADMINISTRATION

- Carry out day to day Marketing administration.
- Assist in the up keep of creative filing systems and reporting.
- Assist in the recording of budget spend in accordance with budgeting process.
- Partial secretarial support for Marketing function.
- Organising meetings and supporting with meeting preparation and set up.
- Managing internal mail for the department / organising couriers where required.
- Ordering of stationery for the department and maintaining the C&M space at STDP.
- Creating purchase orders for Marketing Operations and progressing on the system.
- Supporting the Marketing Operations team with ongoing operational tasks.
- Management of corporate supplier list ensuring agencies details are always kept up to date.

THE PERSON

What kind of person are we looking for?

- Proven ability to focus on the detail and ensure accuracy in output.
- Professional and personable manner with excellent communication skills. Must be able to communicate with management and to interact with creative, marketing, and C&M teams.
- Excellent organisational skills, with ability to prioritise workflow while managing a variety of tasks.
- Competent with MS packages.
- Good team working skills.
- Able to work independently and ask for help/advice where needed.
- Drive and ambition with a positive “can do” attitude and passion for the industry.
- Adaptable, curious and an eye for detail with a keenness to learn, improve and progress.
- Full UK driving license and own/have access to a vehicle for travel to work and sites where required.
- Print, digital, brand knowledge desirable.

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.