

REDROW HOMES – GROUP MARKETING AND CAMPAIGN MANAGER

ABOUT REDROW HOMES

Redrow is the UK's fastest growing house builder.

Our purpose is to create a better way for people to live. We care about the quality of homes we build, the people who help us build them, the communities we create and the societies in which we live.

We are looking for high performing people looking to build a career with Redrow. At Redrow you will be part of a business that recognises achievement.

THE ROLE

Purpose: To play a key role in creating and delivering Redrow's media and campaign strategies. Overseeing Redrow's campaign agencies, to implement key campaigns and media ensuring effective management of all campaigns and media selection is adopted throughout the divisions – ensuring all targets and are met / exceeded.

Help develop Redrow's Social Media Strategy and manage all marketing of campaign content to customers / stakeholders ensuring full engagement is achieved.

Work in partnership with divisions and group departments to ensure content is deployed effectively to help deliver Redrow's marketing strategies.

To co-ordinate the creation and delivery of content across all campaign activity on chosen media channels and web platforms ensuring full compliance with brand guidelines is adopted.

Scope: The primary objectives are to play a key role in delivering Redrow's campaign, media and social media strategies, ensuring Redrow continues to grow and improve its brand positioning amongst all target audiences. To work closely with Redrow's teams to deliver the overall customer and marketing strategies to meet the business' key strategic objectives.

RESPONSIBILITIES:

- To define, develop and ensure successful implementation of Redrow's group marketing campaign and social strategies and deployment across the divisions via the account management structure.
- To ensure efficient distribution of resources and assist the teams as and when required
- To work closely with the Head of Marketing Operations and Group Customer and Marketing Director and Senior Account Director to monitor and analyse marketing performance and optimize marketing campaign strategies to achieve group marketing's objectives
- To develop a strong sense of teamwork and partnership across the organisation to ensure that marketing is represented in key decision making processes and in key stakeholder meetings
- To lead and inspire the marketing campaign team who will subsequently manage the campaigns from briefing to execution to encourage the best and most innovative creative work possible
- To continually identify and improve the product positioning and core customer segments
- To help the team come up with innovative, customer-driven marketing campaigns as well as oversee the development of campaign content including social, video etc.
- To get input and feedback from customers to ensure continuous growth is achieved
- To help define the long-term marketing strategy with the Head of Marketing Operations
- To research about the current marketing trends and keep abreast of competitors
- To determine marketing budget requirements and ensure budgets are not exceeded
- To sustain a good work environment and ensure that the customers, stakeholders and employees are motivated
- To know about the company data and structure and update knowledge regularly

- Attend key meetings with senior management as and when required to do so
 - Some national travel required alongside remote working outside of core office hours.
 - Ensure all activity is delivered on time, to budget and aligns to overall objectives.
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WORKING RELATIONSHIPS:

Effective working relationships are an essential part of daily working life. This role requires the job holder to be a strong team player and team builder to ensure all targets are achieved.

Internal: Senior colleagues and peers within Group, Divisions and relevant group functions.

External: Agencies and any 3rd party suppliers with established relationships within the group who may have involvement in supporting business.

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.
