



# COMMUNICATIONS GRADUATE TRAINEE



## ABOUT THE ROLE

The Communications Graduate is an exciting new role within Redrow's group customer & marketing team. The candidate will help deliver a variety of innovative and market-leading consumer, corporate and internal communications campaigns involving the full spectrum of marketing channels. The varied role will see the successful candidate working on a range of projects: from helping to coordinate influencer activity and organising large scale video production to supporting the delivery of the group's programme of internal conferences and national events.

As a key member of the team, you'll be exposed to all aspects of consumer and corporate communications and help deliver exciting projects, building on examples such as our industry first FPV drone film. There is also the opportunity to support with the production of The New Homes Podcast and assist with managing key partnerships and sponsorships like our ongoing relationship with GB Snowsport.

The successful candidate will get to work in a supportive environment with a focus on professional development and training alongside the opportunity to interact, work with and learn from key business leaders.

This is a hybrid role with a combination of office based and home working and also involves travel across England and Wales to help support the delivery of key projects and campaigns.

Responsible to: Marketing Campaign Manager

## KEY RESPONSIBILITIES

### 1. PROJECT COORDINATION

- Help shape the group's campaign & content strategy with audience insight and 'thumb-stopping' ideas, helping to translate the strategy into practice by delivering key activations across a range of channels.
- Lead key communication projects and produce engaging and inspiring creative briefs that will excite our roster of creative, media and PR agencies to produce industry-leading work.

## 2. CAMPAIGN & CONTENT PRODUCITON

- Help in producing a wide range of visual content, working with internal teams and external agencies to organise video & photography shoots, always ensuring we're at the forefront of new trends and technologies.
- Attend Redrow developments, head offices and film studios to oversee and help provide direction and brand consistency on video and photography shoots.

## 3. BRAND ASSET MANAGEMENT

- Create & maintain a range of advertising assets and key messages that can be used by divisional teams.
- Regularly review and feedback on visual content to ensure brand guidelines and standards are being met.
- Keep yourself up to date with the latest regulatory and legal issues around advertising, ensuring all assets are compliant.

## 4. PERFORMANCE ANALYSIS & TESTING

- Work with internal digital teams and external agencies to create and gleam insight from campaign and content performance reports.
- Investigate and test new forms of media and communication tools with a view to engaging new relevant audiences.
- Drive regular testing of messaging & assets across a range of channels, quickly applying learning across other areas.

### THE PERSON

What kind of person are we looking for?

- A creative, confident and self motivated individual with a keen interest in the world of marketing, communications and advertising
- Someone with strong written and verbal communication skills and an eye for detail
- We want you to be adaptable, curious and analytical with a keenness to learn, improve and progress while also helping to deliver for our business
- You'll be extremely personable and happy to work with all levels of stakeholders in a team environment
- Good time management skills and ability to prioritise workload effectively are a must
- We're looking for a graduate with at least a 2:1 degree, ideally in Communications, Marketing or a similar appropriate subject
- A full UK driving licence and own/have access to a vehicle for travel to work and sites where required
- Ability to commute to either our Head Office based in Flintshire or our Midlands office in Tamworth

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.