



# MARKETING

# BRAND COORDINATOR

## ABOUT THE ROLE

The Brand Coordinator will be responsible for deploying and managing the Redrow brand across the business. This role will work closely with the Senior Creative Manager primarily, but will also support the wider Customer & Marketing team where necessary. The Brand Coordinator will be required to work across multiple projects and be able to collate, manage and produce branded assets and requirements across a variety of different areas to meet the businesses branding, marketing and creative objectives.

Responsible to: Senior Creative Manager

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

## KEY RESPONSIBILITIES

### 1. Market / Brand Research

- Analysing competitors and out of industry sectors, consumer trends and behaviours and share trend reports in collaboration with other team members.
- Monitoring the performance of Redrow brand through key performance indicators.
- Organising and conducting market research across the wider marketing team.

### 2. Brand Positioning

- Oversee the management of brand auditing ensuring compliance is achieved across the business at all times whilst working closely with the Senior Creative Manager to identify and resolve any non-compliance.
- Communication of changes to the Redrow brand ensuring divisions are made aware and follow guidelines.
- Work closely with the Group Customer & marketing teams to manage, plan and update Redrow's Brand Portal and guidelines ensuring content is correct at all times.

### 3. Asset Production

- Coordinating and participating in online and face to face meetings with internal teams and external agencies regarding all brand related services and requirements for the business.
- Coordinate and quality approval of computer generated images, 3D floorplans for use in digital house type brochures with internal teams and external agencies.
- Coordination of promotional merchandise production, storage and distribution of items
- Coordination with agencies and internal teams helping to facilitate the production of branded assets including the roll out and ongoing management.

- Support with the production and management of Customer Hampers, ensuring items are reviewed and updated in accordance with ongoing changes. Manage the order process with the supplier to enable Divisions to call off monthly requirements effectively.
- Coordination with agencies and internal teams of the production and delivery of Customer Homefiles. Ensuring content is correct at all times and sufficient stock levels are kept.
- Manage the creation, set up and production of any new event equipment ensuring available for divisional use.
- Coordination of all internal and external brand requests, ensuring with other members of the team to ensure all enquiries are answered.

#### 4. Budgeting and Administration

- Management of branded items ensuring budgets and quantities are recorded and managed with third party agencies.
- Monitoring of the divisional monthly contra charge for merchandise.
- Coordination of all creative supplier contracts. Ensuring GDPR compliance is adhered to.
- Processing of purchase orders on the overhead system

### THE PERSON

What kind of person are we looking for?

- Experience in a brand role
- Proven ability to focus on the detail and ensure accuracy in output
- Must be able to prioritise work effectively and work under pressure
- Professional and personable manner with excellent communication skills. Must be able to communicate with all levels of management and to interact with creative, marketing, publicity and digital teams
- Excellent organisational skills, with ability to prioritise workflow while managing a variety of tasks with an eye for detail
- Able to create impactful presentations and comfortable to represent the brand
- A passion for working with data and systems to understand, analyse and suggest improvements
- 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 drive 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