

NU living, part of Swan Housing Association

Job Description	
Job Title:	Marketing Executive - NU living
Section:	Sales & Marketing
Reports to:	Head of Marketing
Location: Tramway House, Stratford	
Main Purpose of Job	
<ul style="list-style-type: none"> • Implement marketing campaign strategies and activity plans for the marketing and sale of NU living developments (open market and shared ownership sale) that use channels effectively and that will achieve campaign objectives including generating qualified sales leads. • Be responsible for the production and sourcing of all campaign materials. • Manage key stakeholders when involved in campaign activity including: sales agencies, advertising agencies, creative agencies, interior designers, PR agencies, placemaking agencies, in-house sales, construction, technical, development and communications teams. • Create customer engagement with the development specific, NU living and Swan brands. • Monitor performance of partner agencies against service level agreements. • Update marketing budgets for each development. • Write and edit copy for a suite of digital and printed assets and publications including e-mail campaigns, brochures, floorplans, models, signage and web. • Write entries for winning industry awards and accreditations. • Create innovative and integrated digital marketing campaigns for customer engagement, in conjunction with agencies. • Regular monitoring, evaluating and reporting on ROI and success of marketing campaigns using proven marketing metrics. • Managing advertising including media buying, planning and scheduling in conjunction with media agency. • Conduct and segment market research to inform marketing and sales strategies. • Manage new supplier pitches, including briefing creative/interior design agencies on brand identity. • Ensure all marketing communications are Consumer Code and Consumer Protection regulation compliant. 	

- Ensure that excellent customer service delivery and achievement of targets is at the heart of all sales & marketing activities.
- Promote the NU living and Swan brands, maximising their appeal to target markets.
- Work some evenings and weekends, mainly to assist with setting up Marketing Suites, Sales Offices and Show Homes, with time off in lieu granted as appropriate.
- To provide support to the Sales & Marketing team as needed.

Key Responsibilities

Marketing:

- Co-ordination of delivery of marketing assets in accordance with the overall and development specific Sales and Marketing Strategy
- Collating information for marketing collateral and briefing to external agencies
- Liaising with marketing contractors in the delivery of marketing material
- Proofing and approval of development and corporate advertising
- Co-ordinating the delivery of PR / marketing events in accordance with Sales and Marketing Strategy
- Assisting in the set-up and removal of sales and marketing suites and show homes
- Managing the image library
- Sourcing innovative marketing solutions to assist with delivery of the development Sales and Marketing strategy
- Press release proofing and distribution
- Participate in buyer events and promotional activities necessary to support the promotion of NU living's development programme and meet reservation targets for each development.
- Supporting the Head of Marketing, Marketing Manager and Marketing Assistant
- Ensure that brand standards and identity guidelines are adhered to.

Influencing

- Work with the construction and technical teams to obtain information to prepare marketing assets. Ensure all information is accurate and check at Stage 1 of the sign-off process.
- Coordinate campaign activity with sales agencies including website updates, social media activity and PPC activity to deliver campaign objectives and lead generative activity.
- Liaise with the in-house sales team to establish success of sales events / viewings and extent and scope of future promotional activity required.

- Liaise with PR and any other agencies to deliver supporting activity for campaigns as required.

Monitoring

- Implement CRM activity including customer lifecycle communication emails, call, list purchasing, data pulls and lead management.
- To ensure accuracy of marketing materials and be responsible for formal sign off process at stage 1 where required.
- To ensure detailed and accurate records are maintained, e.g. recording contact and financial information.
- Adhere to all policies and procedures with regards to budget expenditure, displaying budget control for individual developments.

Corporate

- To be familiar with and act at all times within Swan Housing and NU living rules, values, policies, procedures, standing orders and financial regulations, ensuring that staff are also aware of their obligations to comply with them.
- To observe and comply with employees' obligations under the Swan Housing and NU living Health and Safety Policy and Health and Safety law. Ensure activities undertaken by you comply with health and safety requirements. Promote the achievement and maintenance of the highest possible standards of occupational health and safety practice.
- To promote a progressive approach towards Equal Opportunities ensuring that the Swan Housing Equality Scheme is soundly understood and fully implemented.
- To maintain the highest standards of personal and professional integrity and conduct. Observe Codes of Conduct e.g. the National Housing Federation's Code of Conduct, "Integrity at Work", are observed and report any departures to the Chief Executive.

General

- Lead on ad hoc projects as and when they arise.
- To be responsible for personal development within the area of marketing and current trends that may support job performance.
- Deliver excellent customer service throughout.

This job description accurately reflects the requirements of the job at the time of writing but may be subject to change from time to time to meet the changing needs of the Association and should be viewed as guidelines only.



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Your application should address all the requirements of this person specification. This specification will form the criteria on which suitability for short-listing for interview will be judged and will form the basis of questions to short-listed candidates.

Person Specification	
Job Title:	Marketing Executive
Department:	Sales & Marketing

	ESSENTIAL	DESIRABLE
QUALIFICATIONS EXPERIENCE AND KNOWLEDGE	<p>Knowledge</p> <ul style="list-style-type: none"> • Managing multi channel, integrated campaigns simultaneously • Advertising, digital and CRM marketing knowledge and experience • Meeting objectives and campaign deadlines <p>Experience</p> <ul style="list-style-type: none"> • Delivering development launches to diverse purchaser groups (investors through to first time shared ownership buyers) • Monitoring, reporting on and achieving targets • Working in a multi-disciplinary environment • Working with and managing third party agencies 	<p>Knowledge</p> <ul style="list-style-type: none"> • Understanding of the property development process • A degree or equivalent level qualification

<p>SKILLS</p>	<p>Skills</p> <ul style="list-style-type: none"> • Good numerical skills • Excellent communication skills • Strong planning and organisational skills with the ability to successfully multi task • Advanced Microsoft PowerPoint, Word and Excel skills <p>Demonstrate contribution towards Swan's Mission To deliver effective services, enterprising solutions and exemplary homes and communities</p> <ul style="list-style-type: none"> • Be customer focused • Be honest, open and accountable • Have a "can do" approach and accept responsibility • Have new ideas and always seek to improve <p>Contributes to company policies on environmental issues.</p> <p>Contributes to company policies on H&S.</p> <p>Contributes to company policy on equality & diversity.</p>	
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