

Marketing Manager

Generic title	Marketing Manager – 1
General Description	<p>A construction, commercial, project, technical manager or functional manager with considerable experience who performs a specific discipline over a wide range of complexities or large geographic area.</p> <p>They will manage their own workload within the context of a wider project or company objective. They will take significant decisions within their discipline with direction from a senior manager. They are accountable for their own work and their team's performance and its impact on their area or project.</p> <p>In operations they will manage all aspects of a mid-sized project, site of single function (e.g. M&E or Special Works) on a larger scheme or area office.</p> <p>In commercial they will manage all aspects of estimating, design procurement or supply chain for a site, project or office.</p>

Competencies

Achieving Results	<p>Sets clear and appropriate goals that consider the bigger picture</p> <p>Drives well to achieve consistent results</p> <p>Deliver a quality performance consistently</p>
Analytical thinking and decision making	<p>Rational and systematic analysis of situation to enable decisions on more varied issues</p> <p>Questioning the evidence to evaluate issues</p>
Communication	<p>Ability to choose most appropriate style of communication</p> <p>Able to listen actively by which we mean hearing and interpreting what is said</p> <p>Demonstrating sound questioning techniques</p>
Dealing with change	<p>Sees potential of new ideas and situations</p> <p>Take a pragmatic approach to change</p> <p>Considers impact of change on others as well as self</p> <p>Ability to explain the effects to colleagues</p>
Teamwork	<p>Develop inter-team collaboration inside and outside company</p> <p>Understand the role of a team and how it delivers the objectives</p> <p>Can adapt to different types of teams in most situations</p> <p>Take a cohesive and encouraging approach to team working</p>
Leadership	<p>Ability to take control of situations with one's sphere of influence</p> <p>Assume responsibility – organising and guiding where necessary</p>
Managing resources	<p>Create a plan for a familiar project or process</p> <p>Interpret a plan and decide what resources are required</p> <p>Bring resources together and ensure they are efficiently deployed</p> <p>Able to call upon and manage diverse skills and methods to deliver results</p>
Negotiation	<p>Collecting and collating information on the reality of the situation and options open to you</p> <p>Knowing where you stand</p> <p>Knowing how to create a position</p> <p>Building a winnable case</p> <p>Anticipate the need and concerns of others</p>
People Development	<p>Can work well within tested frameworks of development to identify others needs</p> <p>Use personal experience to build skills in other people</p> <p>Use informal and formal performance reviews to target needs for development</p> <p>Understand and recognise people's current career needs</p>

	Coach and give feedback Build development plans with others
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Role definition

Summary of role	Develop and manage a business-wide, strategic approach to marketing
Responsibilities and accountabilities	<ul style="list-style-type: none"> • Provide specialist marketing knowledge to ensure that there is strong alignment between our external framework marketing communications and the projects and services we deliver • To provide specialist marketing expertise to Morgan Sindall Construction's framework partners • To create content independently or as part of a team that engages our audiences such as blogs, white papers, social media across a variety of channels, case studies, press releases and email marketing • Develop and execute marketing strategies and materials which directly support revenue growth and the delivery of our vision, values and our philosophy of Perfect Delivery • Raise the profile and awareness of the Morgan Sindall brand amongst key stakeholders across all relevant markets • Develop and implement an integrated framework marketing strategy which ties in with the overall company strategy and supports the development of the construction business • Work closely with our regional business units to deliver a consistent company-wide marketing message. As well as working with our sector leads to deliver effective and relevant market-specific marketing messages. • Work closely with national and regional communications and marketing teams to ensure effective alignment of all marketing activity with the internal and external communications strategy • Develop framework content for the Morgan Sindall Construction web site, ensuring that it clearly demonstrates business capability and supports a range of key business functions including social value, sustainability and supply chain • Work with communications teams to manage the maintenance project-specific micro sites as required • Manage the development of an appropriate contact strategy for our stakeholders, pulling upon the relevant business expertise when required • Support the development of our CRM capability (Microsoft Dynamics) and encourage a marketing-focused use of the system • Evaluate and understand customer and market data so that business development and market activities can be better targeted and more successful • Provide market share and competitor information to business development teams to support business growth • Undertake ongoing monitoring of competitor marketing activity • Work with the business development teams to lead the development and ongoing management of a rolling 12 month content plan, aligned to our framework projects and objectives which identifies all proposed business development and associated marketing activity • Work with the business development teams to identify relevant events and conferences for Morgan Sindall Construction to participate and, as appropriate, either manage our presence at these or support the businesses and/or sector teams in their management of our presence at these • Identify national awards relevant for Morgan Sindall Construction to enter and lead the creation and submission of influential and stand-out applications for these awards • Manage the development of content such as case studies, social media graphics, video and thought-leadership. With the support of

	<p>the regional or national marketing and communications teams as required</p> <ul style="list-style-type: none"> • To act as an ambassador of the Morgan Sindall Construction brand guidelines, including the use of the brand in joint/stakeholder marketing activities • Provide marketing advice and guidance to the Morgan Sindall Construction team on an ad hoc basis • Work with Morgan Sindall Group and the PR, marketing and communications teams from the other divisions within the Group to develop a collaborative and integrated approach to communications where appropriate • Work closely with the wider communications and marketing teams to ensure that there is an alignment between the internal values and behaviours and the Morgan Sindall Construction brand values • Undertake regular reviews to monitor and measure the effectiveness of marketing activities • Support and develop the individuals within the Marketing and Communications teams
Qualifications, training and technical knowledge	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Desirable: post graduate marketing qualification • Essential • Significant experience of managing multi-channel online and offline marketing activity across a multi-site B2B organisation • A sound and proven knowledge of a broad range of direct marketing tools and techniques, with emphasis on the use of thought-leadership, social media and video to support direct sales activities • Proven brand management and brand development experience • Excellent communication skills with the ability to operate and influence at all levels within the company. The ability to simplify complex concepts both verbally and in written form is essential • Highly effective interpersonal skills – good relationships are essential to the success of this role. The role holder must possess skills in negotiation and diplomacy and the ability to convince senior colleagues of the need to develop solutions where there is a clear business benefit to be gained • Evidence of being a highly effective team player and working in a large, multi-disciplinary teamThe team working aspects of this role cannot be underestimated. • Practical as well as strategic – the post-holder will be required to produce content such as case studies, social media graphics and blogs • Good leadership skills with the ability to motivate colleagues at all levels. • Strong and proven decision-making – the role holder will need to have the confidence to make decisions which directly impact upon the perception key stakeholders have of the company • Strong copywriting and proofreading skills as well as an appreciation of graphic design • Outstanding project management – the role holder will be required to lead and deliver a number of major projects in parallel, including managing internal and external events, and must possess the organisational and leadership skills required to do so to demanding deadlines • Proven budget management experience • Effective third party resource selection and management • Resilient, mature and comfortable working in an environment which is fast paced and dynamic • Self-motivated and enthusiastic • Knowledge of building products and/or construction industry

Attributes and skills	<ul style="list-style-type: none">• Ability to work in a team environment contributing across a business unit or area• Good management skills, with the ability to motivate self and colleagues to achieve high standards of compliance• Good operational planning and time management skills; able to manage projects simultaneously without compromising on standards and quality• Ability to ensure standards and specifications are met• Ability to work with colleagues to deliver project and operational performance• Sound knowledge of construction practices and standards• Specialist knowledge in chosen field
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