**Job Code 032 Head of Marketing**

**Reporting to:**  Managing Director

* **Purpose:** To be responsible for developing and maintaining marketing strategies to meet agreed company objectives and oversee all marketing, communication and promotional activities in a decentralised regional business.

The job description:

* Crafting the brand narrative, editorial strategy, copywriting content and supporting collateral.
* Brand custody – ensuring tone of voice, narrative and positioning are consistent and impactful.
* Managing external PR agencies, social media managers, and content marketers and communications trainers.
* Communicating culture, purpose and change throughout our decentralised regional offices.
* Developing core collateral, templates, guidelines and any training required to achieve the new MarComms strategy.
* Planning and delivering a bold and impactful new website with external designers.
* Undertaking wide ranging marketing and comms projects and managing multilevel stakeholders.
* Training, supporting and influencing regional businesses in on-brand communications and marketing activity.
* Working and travelling independently, reporting directly to the Managing Director.
* Advising, coaching and influencing senior stakeholder in a decentralised environment.

This is a role requiring lots of initiative and exceptional people skills to influence, inspire and deliver a new way forward.

Ideally suited to a professional with a mind to cut through bureaucracy and take a fresh hands-on approach.

* To brief and develop marketing collateral for use throughout the relevant regions both in printed and digital format
* To help identify and implement an online, digital brochure and collateral system capable of roll out to all regions
* To work with the Director and central operations and digital on the digital strategy for the website, relevant portals, SEO PPC and EDM's
* Lead relationships and optimization of creative and media agencies
* Liaise with local Lovell marketing teams/contacts to ensure best practice is understood and reapplied

The role will include:

* Developing appropriate marketing strategies for the different target audiences and manage the marketing budget
* Managing key, high-profile events with the team, monitoring and reporting on delivery
* To proactively seek and develop marketing initiatives which pursue the objectives of the brand in new and interesting ways
* Being fully involved in the activities of the busy marketing department with a flexible attitude to tasks and projects - including running events, making presentations to other teams, helping other team managers with tasks

The successful senior marketing manager will be

* Degree qualified, 2:1 or above or equivalent
* Preferably CIM qualified
* Experienced in similar full-time B2B and B2C marketing role. Experience in Property or Professional Services advantageous
* Experience across the marketing mix, including traditional and digital channels e.g. PR, digital
* Agency briefing and management experience
* Professional working attitude
* Project Management skills - completer / finisher
* Strong communication skills
* Strong analytical skills
* Multi-tasker
* Self-starter
* Detail orientated
* Positive, flexible and possess a can do attitude.

**Achieving Results**

* Management and maintenance of the brand guidelines and prioritise core Lovell messages.
* Help in the achievement of sales outputs
* Deliver all activity on time and within budget
* Produce marketing plans for all business areas

**Managing the Process**

* Deliver all marketing, brand and communications to support the needs to all business streams, functions and offices across the country through the development and implementation of marketing strategies, plans and supporting tactics
* Responsible for developing and managing relationships with external agencies and suppliers including design, print, event management, PR and web based services
* Manage and co-ordinate external and internal communications
* Management, maintenance and continued development of Lovell digital activity including websites, e-marketing, SEO and social media
* Develop suite of relevant marketing assets to promote Lovell to a number of target audiences
* Health and Safety - All employees have a statutory duty to look after their own safety and to give due consideration for the safety of others. Employees also have specific responsibilities as set out in the Company Health and Safety Policy.
* Equality & Diversity - All employees must comply with the Company Equality and Diversity Policy, ensuring that at all times behaviour is fair and non-discriminatory.

**Service First**

* Support and assist senior managers and teams across the whole company in a marketing capacity to help them achieve their key objectives via bespoke marketing plans, tactical campaign implementation and advice on investment needed
* Focus and commitment to putting the customer at the heart of the business

**Delivering Quality**

* To deliver all marketing activity on time and within the agreed budget
* Analysis of the effectiveness of all marketing activity with a view to brand awareness, customer satisfaction, sales achieved and value for money

**Managing People**

**Monitor and Feedback on Performance**

* Carry out annual and interim Performance & Development Reviews
* Control attendance
* Identify and act on performance shortfalls or training requirements that may arise during the year

**Comply with Lovell Policy and Employment Legislation, relating to;**

* Equality & Diversity
* Recruitment
* Induction
* Discipline & Grievance
* Health, Safety and Welfare
* Absence Management

**Regularly Communicate**

* Carry out daily / weekly / monthly communication with team

**Give and Receive Feedback**

* Regularly discuss individual and team progress through one-to-one’s

**Support Learning and Development**

* Support staff to enable development in line with their PDP
* Encourage progression towards full professional membership, where appropriate

**Technical Skills and Knowledge**

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| --- | --- | --- | --- |
|  | **Basic** | **Intermediate** | **Advanced** |
| Microsoft Word |  |  |  |
| Microsoft Excel |  |  |  |
| Microsoft Powerpoint |  |  |  |
| CIM / Professional Marketing Qualification |  |  |  |
| Desktop publishing – Photoshop, InDesign, etc |  |  |  |
| CRM Database  |  |  |  |
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**Training Matrix**

A training matrix for this role, which includes all the compulsory training which is required, is published on the People Development site on INSITE. Full course descriptions explaining the content of these courses are also available on INSITE.