

Job Title: Marketing Co-ordinator

Reporting to: Joint Venture Director, South Central

Background: Lovell has recently won the bid to become the development partner of West Sussex County Council to develop around 600 high quality new homes across 10 sites in the county. We are opening a new regional office in Farnham, Surrey to support this new business.

Purpose: You will be responsible for developing and maintaining marketing strategies to promote the new South Central Regional office. You shall oversee all marketing, communication, and promotional activities, whilst providing general administrative assistance to office personnel. Also, you will be actively involved in the promotion of social value-related activities to meet social impact targets.

Salary: £25-30,000 pa

Achieving Results

- With the support of our existing marketing team, you will deliver a regional marketing plan to promote the new South Central Regional office and business.
- Monitor the effectiveness of the marketing campaigns, collating feedback and identifying improvements.
- Support the JV Director in setting up and establishing the new Farnham office.
- Assist with ad-hoc administrative tasks.
- Ensure the smooth running of the office.
- Deliver community engagement and social value projects.

Managing the Process

Marketing

- Deliver all marketing, brand, and communications to support the needs of the South Central Regional office through the development and implementation of marketing strategies, plans and supporting tactics.
- Management, maintenance, and continued development of Lovell digital activity including websites, e-marketing, search engine optimisation (SEO), newsletter and social media.
- Develop a suite of relevant marketing assets to promote Lovell to a number of target audiences ensuring that brand integrity is maintained.
- Represent Lovell in a professional manner, proactively networking and managing client relationships. Actively source new promotional opportunities at industry events.
- Advertise, co-ordinate and manage corporate events to promote the new region.
- Manage and co-ordinate external and internal communications.

- Maintain brand guidelines for the new region and ensure consistent implementation across the company both internally and externally.
- Responsible for developing and managing relationships with external agencies and suppliers e.g., the Lovell PR and Comms Agency the Built Environment Communications Group (BECG).

Social Value

- Co-ordinate engagement with local schools, colleges, and universities to encourage the next generation of construction industry employees.
- Liaise with local artists, schools, and colleges to promote art projects on the site hoarding.
- Spearhead engagement with residents in the wider estate to support local community projects and encourage betterment to the area.
- Use any off-site Biodiversity Net Gain (BNG) requirements to enhance green spaces in the local vicinity.

Administration

- Liaise with the Lovell London team to co-ordinate all “moving in” activity to the new Farnham office. This will include managing stationery, kitchen equipment, signage, IT equipment and any other set-up requirements.
- General office administrative duties including correspondence, reports, spreadsheets, e-mails, answering phones, photocopying, scanning and filing for the JV Director and management team.
- Maximise office efficiency on day-to-day process and procedures in line with Company budgets.
- Co-ordinate maintenance of all general equipment such as telephone system, air conditioning, AV equipment, etc.

Other

- 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 the team 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.
- Maintain a good working relationship with all clients and when necessary introduce new clients.
- Ensure that the community is kept abreast of project activities that affect them so that they are given an opportunity to co-create community investment projects.

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.
- Ensuring the filing is completed accurately for all staff to access information at any given time.
- Ensure that the regions' key performance indicators and social impact targets are met.

Technical Skills and Knowledge

	Basic	Intermediate	Advanced
Microsoft Word			
Microsoft Excel			
Microsoft PowerPoint			
Microsoft Outlook			
Photocopying, scanning and filing			
	Desirable	Essential	
Marketing qualification/experience			
Knowledge and understanding of the construction industry			
Knowledge of social value management			
Confident public speaker			
Personable, energetic, and a team player			