



Senior Marketing Executive

£30,000 – £35,000 per annum

Full time (37.5 hours per week), permanent

Your chance to make a difference to this innovative project

A perfect opportunity to let your creativity and marketing know-how shine. We are recruiting for a new role which will be critical to successfully raising the profile of one of the UK's most exciting and innovative development projects – Graven Hill.

Graven Hill is the UK's first large scale self-build opportunity. Over the coming decade, it will evolve as a new village community for Bicester, Oxfordshire. Graven Hill opens up the possibility for anyone to design and create their own home.

We are looking for an experienced and broad marketer, someone with the knowledge and enthusiasm to jump in head first, add high value to the marketing activities and achieve great results. Charged with thinking strategically as well as managing tactical delivery, you will provide high quality communications, marketing and event management. With substantial experience, ideally in a commercial sales environment, you will bring your skills, talent and passion to secure a pipeline of sales leads and increase the reach of our marketing.

This is an exciting role for an experienced, self-motivated and creative marketing professional with this unique development project. In return you will not only receive a great package but be working with a fabulous team in this fast-paced environment. Graven Hill will be a fine feather in your cap.

To apply in confidence, please email your CV and current salary details to: Jobs@gravenhill.co.uk

For an informal discussion please contact Elaine Walder on 07712 235526

Closing date: 4 December 2017

Interview date: 12 / 13 December 2017

No applications through agencies please

Graven Hill Village Development Company



Salary range: £30,000 – 35,000

Job Description: Senior Marketing Executive

Introduction

A perfect opportunity to let your creativity and marketing know-how shine, this role is critical to successfully raising the profile of one of the UK's most exciting and innovative development projects: **Graven Hill**.

Graven Hill is the UK's first large scale self-build opportunity. Over the coming decade, it will evolve as a new village community for Bicester, in Oxfordshire. Graven Hill opens up the possibility for anyone to design and create their own home. Around 40% of the 1,900 new homes will be fully built by the residents themselves. Home-buyers can alternatively choose to tailor the finish of a ready-built home. There will also be rental and shared ownership homes available. Part of the wider Graven Hill site has been set aside for one million square feet of commercial investment over the life of the project.

Success at Graven Hill will not only be measured commercially, but also by how it shifts self-build in the UK towards the mainstream. Top quality, highly effective marketing and communication of the concepts and opportunities at Graven Hill, and an excellent customer experience, are essential to the project's success. Working in a fast-paced environment, you will work closely with the Sales and Marketing Director and Digital Marketing Executive to develop campaigns to produce outstanding ROI which focus on both sales and brand awareness and be responsible for implementing them across Graven Hill's marketing channels.

Job summary

A full 360° role, this role would suit a broad marketer, with the ability to think both strategically as well as manage tactical delivery. You will provide high quality communications, marketing and event management which promote and protect our brand, reputation and image through the use of traditional and modern communications channels, tools and techniques.

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The Senior Marketing Executive's main responsibilities are to:

- Secure a pipeline of sales leads and prospects to deliver the annual and project targets.
- Design and deliver creative, highly effective campaigns across channels, contributing to the success of the overall marketing strategy and plans to attract potential customers and engage with existing clients.
- Ensure the high volume of marketing throughput is executed on time, on budget and to acceptable standards, displaying exceptional project management skills and attention to detail.
- Use strategic market planning, market research programmes and strong budgetary control to regularly review our approach to marketing and develop and implement new strategies to ensure we are communicating and engaging in a way which offer the greatest reach and impact to deliver sales.
- Develop inspiring and innovative creative content including photography, film, graphics, animations and copy that engages target audiences effectively.
- Take the lead on marketing projects, working closely with colleagues across the organisation, as well as managing relationships with external suppliers and third-party service providers, identifying risks and delivering projects to specification.
- Track, analyze and report on marketing activities, evaluating results against agreed KPIs and, using this data, to continuously drive improvements to our reach and engagement.
- Be custodian of the organisation's marketing data, ensuring that we are not only compliant with all legislation but go beyond in how we manage our customers' details.
- Effectively communicate with colleagues and stakeholder to ensure that the whole business is aware of marketing plans for the future.
- Work with key suppliers in the sector – architects, designers and off-site contractors – to maximise our reach and impact.
- Contribute to the overall success of the business, including sales progress and enhancing the company's reputation.

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Person specification

We're looking for someone with the knowledge and enthusiasm to jump in head first and add high value to the marketing activities and achieve great results. This is an exciting opportunity for an experienced, self-motivated and creative Senior Marketing Executive, with a track record, who understands the different channels and their role in communications to join a unique development based in Bicester.

You will be an excellent team player, who can work and function autonomously, provide leadership as required, and the credibility to influence personnel at all levels. You have to be willing to roll up your sleeves and throw yourself into the day to day hard graft of Marketing!

You'll also need to be a thorough planner and live for organisation. You're going to apply time and effort in proportion to the priorities of the work to meet deadlines, so time management is also key! Decision making ability is also a necessity – timely decisions will need to be made, based on analysis, experience and judgement and this will be your responsibility!

Finally, you should be driven, motivated and determined to succeed in every way you can! We are looking for someone with previous hands-on experience with a genuine passion for marketing and a desire to keep abreast of the latest developments and techniques to stay ahead of the competition.

The successful Senior Marketing Executive will be:

- Degree qualified in marketing or equivalent (eg Diploma from the CIM) with 3 – 4 years' experience, ideally in a commercial sales environment
- A creative and innovative thinker, able to turn ideas into outcomes with real impact.
- Robust, have good ideas, be bold – you'll have the skills, talent and experience to be able to take the lead and implement your ideas and vision in this busy and productive team.
- Have proven experience developing successful campaigns and strategies and a knowledge of current trends and marketing techniques to ensure that we engage our customers and deliver the sales pipeline
- Have excellent communication and negotiation skills
- Able to demonstrate the ability to manage lead generation and relationship marketing
- The ability to work under pressure, to deadlines and in a constantly evolving area of the business

Essential skills and experience

Creativity & innovation

- Excellent writing, editing and proof reading skills, with good attention to detail and quality control, to deliver creative, user focused, successful marketing campaigns across a wide range of channels.
- Ability to write great inspiring and innovative content; taking complex language and processes and make them simple to understand
- An eye for good design and informative but inspiring presentation of information.
- Experience of developing editorial guidelines and processes.

Technical

- Knowledge of data protection legislation including GDPR, and how this impacts the storage and management of customers' details
- Experience of using and managing email broadcast systems such as MailChimp, event booking systems eg Eventbrite and survey software eg Survey Monkey.
- Practical experience of working with, Adobe creative suite packages eg. Adobe InDesign, Illustrator and Photoshop to ensure material is engaging and fit for purpose.
- A good understanding of market segmentation techniques, customer profiling, market research and competitor analysis to deliver route to market planning and implementation
- Using analytics applications to interpret and report on campaign effectiveness and make recommendations for change.
- Understanding of how to set and manage budgets

Organisation & effectiveness

- Experience of working in a fast-paced office environment driven by deadlines (many of which are short) so highly organized, able to multi-task and prioritise to meet changing business needs and meet deadlines.
- Self-confident, decisive, resilient and able to thrive under pressure in a fast-paced, team environment.
- Ability to manage multiple projects, suppliers and budgets
- Knowledge of setting KPIs and measurement frameworks for activities.

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Desirable skills and experience

- Experience in a similar role for a property developer, new-build estate agency or related commercial / sales environment.

Job duties and responsibilities

Contribute to the Graven Hill marketing activities

- Drive sales through contributing to the development and execution of the Graven Hill marketing and communications strategy, plans and budgets.
- Design and deliver creative, effective campaigns in line with the strategic marketing objectives and are coordinated / integrated with the wider marketing plan.
- Ensure all content is compliant with the Graven Hill brand guidelines.
- Proactively identify new promotional opportunities and improve current practices to increase the impact of the marketing activities.
- Organise, manage and maximise all aspects of event activity.

Content development

- Write highly effective, engaging, copy in line with agreed key messaging which complements the wider marketing campaign and generate sales.
- Work with the Digital Marketing Executive to develop a programme of e-newsletters, blogs and vlogs which enhance the user engagement with Graven Hill.
- Develop impactful visual content across all channels including photography, film and graphics.
- The design and production of graphics, presentations and displays for events, the Plot Shop and the Graven Hill site entrance.
- Managing design and marketing content agencies to plan and deliver a planned series of highly effective advertisements, advertorials and product placements.

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Monitoring, evaluation and quality control

- Use appropriate tools to monitor, review and interpret ROI statistics, preparing regular reports and making recommendations for change.
- Work with the in-house database and CRM systems to ensure it is optimised (the data is clean, segmented and up-to-date) and use the systems for mailing extractions and client analysis.
- Analyze sales and customer data, market trends and competitor activity to inform planning and to enable considered, yet rapid, readjustments where necessary
- Embed a culture of continuous improvement through leading by example – identifying and proactively improving marketing activities and collateral.
- Actively support a 'right first time', high quality and ensure that all messaging is risk assessed in terms of content, impact and timing.
- Proofread and undertake quality assurance checks to produce accurate and high-quality content to deadlines.
- Undertake post-campaign analysis to determine activity success.
- Track promotional spend and event budgets to ensure maximum ROI.

Contribute to the wider success of the business

- Promote and uphold the purpose, mission and values of the company.
- Contribute positively to the smooth-running of the business, supporting team colleagues.
- To actively demonstrate a high level of commitment to working in a fast paced, performance and deadline orientated team, where taking personal responsibility for contributing towards agreed outcomes and high levels of customer service, is fundamental.
- Be a guardian of the ethos of GHVDC as a good company to work with and the promoter of self/custom-build opportunities to enterprising customers.
- Undertaking any other duties as requested by your manager, consistent with the role.