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| **Job title:**  | Regional Marketing Executive  |
| **Department:**  | Sales |
| **Responsible to:**  | Sales Director |
| **Responsible for:**  | NA |

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| **Job Purpose:** As Regional Marketing Executive you will deliver effective marketing activity to generate the appropriate type and number of visitors and enquiries to the regional sales team to convert into sales to meet our business plan. You will create, deliver and drive a regional marketing strategy to position Story Homes effectively in the region.  |

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| **Main Duties and Responsibilities:** **Advertising / enquiry management*** Plan and implement engaging marketing and advertising campaigns to promote the region and its developments.
* Work alongside the Sales Management Team to create and direct long term marketing strategies for the region
* Update regional pages on the Story Homes website and all relevant property portals, identifying engaging photography, writing effective text and ensuring all information is accurate.
* Organise & review SMS, direct mail and email campaigns.
* Work with a media buying agency & marketing agency to secure appropriate advertising opportunities.
* Manage & review Rightmove, PPC & Google analytics across the region; including paid & organic social advertising
* Regional responsibility of Cost per Enquiry to ensure commercial and effective marketing activity.
* Keeps abreast of the latest marketing trends and identifies new innovative opportunities.
* Ensure effective and consistent use of the brand guidelines and creative use of the brand personality.

**Development set-up, launches and events*** Attend pre-start meetings.
* Marketing & competitor reports for potential sites, including marketing strategy & ‘coming soon’ campaign.
* Work with land and sales to design and implement signage in and around the development.
* Manage & oversee Sales Area set up, including working with the Technical team in the design process
* Implement & review ‘coming soon’ strategy
* Organise and promote launch events and show home openings – creative ideas for engagement.
* Work with suppliers to ensure commercial and timely ordering and delivery of all collateral needed for events and launches.

**Sales literature*** Create & update all point of sale literature for the regional developments using Adobe & Indesign.
* Ensure all point of sale literature is delivered to developments prior to launch.
* Collate and monitor requirements for brochures, leaflets and other point of sale items for live developments.
* Ensure that all sales literature is accurate, engaging and regularly updated.

**Meetings:*** Weekly meeting with regional Sales Management to assess marketing requirements, detailed review on previous weekly statistic and review sales targets.
* Present monthly reports to the sales executives & sales managers to highlight potential cost savings & correlations between marketing platforms.
* Chair monthly regional marketing meetings with Sales, Marketing, PR and Agencies – ensure the marketing budget is working effectively to generate leads. Monitor marketing funnel to ensure consistent lead generation.
* Feed in to quarterly marketing meetings with Group to ensure best practice in the region.
* Chair monthly meetings with regional marketing co-ordinators and group function.
* Monthly DSE meetings, to review & discuss spending strategy for the next 12 months.
* Quarterly development visits with Sales Manager, & monthly visits for underperforming developments.
* **Other:**
* Act as the brand guardian for the region, ensuring all marketing materials are in line with Group guidelines.
* Underperforming developments to be visited & monthly reports to be produced on competitor sales rate, marketing activity & second hand market alongside a proposal to improve site performance.
* Monitor & implement lead nurturing using Salesforce
* Manage and monitor the regional marketing budget.
* Ensure regional reports are accurate and representative.
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| **Key Attributes** | Core:* Previous experience working for a housebuilder preferred but not essential.
* Experience working in a fast-paced marketing environment.
* Knowledge of traditional and online marketing tools and a creative and innovative approach is essential.
* Strong communication skills with the ability to build effective working relationships with both internal and external stakeholders customers.
* Ability to use Adobe Creative Studio, particularly Photoshop and InDesign.
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| Desirable: |
| **Qualifications/****Experience** | Core: |
| Desirable: |

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| **I confirm I have read and understood my job description.** |
| Employee Name |  | Date |  |
| Employee Signature |  | Date |  |
| Line Manager Signature |  | Date |  |

I*t is a requirement of Story Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.*