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| **Job title:** | Group Content and Marketing Executive |
| **Department:** | Marketing and Communications |
| **Responsible to:** | Group Marketing Manager |
| **Responsible for:** | N/A |

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| **Job purpose:** To provide professional marketing expertise,creating engaging content, forging partnerships, and using content creation techniques to build and promote the Story Homes brand. |
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| **Main duties and responsibilities.**  **Support the development, management and delivery of the Group Marketing Strategy:**   * Support the development and delivery of first-class marketing campaigns, analysing performance and driving continuous improvement * Support the creation and maintenance of a strategic twelve-month rolling marketing planner in consultation with the wider team * Manage day-to-day agency relationships, building strong stakeholder relationships, utilising agency systems, data, and expertise to deliver increasingly effective marketing strategies * Proactively identify new trends and opportunities (to include competitor analysis), presenting proposals for improved effectiveness * Analyse and review all Customer Journey touch points ensuring content is high quality, clear and reflective of the Story Homes brand   **Lead the development and implementation of the content marketing strategy:**   * Produce engaging, topical content ensuring all posts are up-to-date, high quality, reflective of the Story Homes brand and relevant for a variety of audiences * Ensure consistent content correlation across all communication channels * Develop and deliver photography/video content * Build strong relationships with external partners and influencers maximising the brand profile across the group   **Management of the organic activity across social media channels:**   * Management of day-to-day (including weekend cover) organic activity across social media channels including idea generation, content creation, scheduling of content, community management, commentary/query management * Manage, monitor, and report on social media activity, analysing performance and driving continuous improvement, ensuring growth targets and KPIs are met * Proactively identify new social trends and opportunities, presenting proposals for improved effectiveness   **Manage quality assurance across the group:**   * Act as Brand Guardian ensuring all marketing collateral is approved, in line with brand guidelines and assets * Attend and contribute at regional monthly marketing meetings, working with RMS/RME to deliver a consistent approach to core processes and activities * Develop and deliver content and assets to support key activities * Proactively visit developments and, where needed, support with assessing performance/action plan creation |
| **Support the project management of marketing projects and campaigns:**   * Support the management, monitoring, and reporting of marketing projects/campaigns ensuring costs are monitored and approved and timescales met * Proactively support regional marketing projects/campaigns including the provision of ad hoc design support, ensuring best practice is shared across the group * Utilise market data and insight including marketing segmentation and competitor analysis to develop and deliver marketing projects/campaigns in consultation with key stakeholders ensuring engagement and buy in * Develop and maintain workflow links and relationships with key stakeholders |
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| **Key Attributes** | Core:   * Strong communication skills with the ability to build effective working relationships both internally and externally * High attention to detail * Good organisation and planning skills * Commercial awareness/numerical skills * Adaptability and the ability to manage multiple projects * Self-motivation and the ability to work well under pressure |
| Desirable:   * Analytical skills * Customer facing experience * Influencing and negotiation skills |
| **Qualifications/**  **Experience** | Core:   * Knowledge of traditional and online marketing tools * Proven experience of delivering multi-channel marketing campaigns * Proven ability in social media comprehension and execution * Creativity and design skills * IT skills, including social media and video editing |
| Desirable:   * Professional Marketing qualification * Previous experience working for a housebuilder * Experience working in a fast-paced marketing environment * Ability to use Adobe Creative Studio, particularly Photoshop and InDesign |

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

*It 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.*