

MARKETING AND COMMUNICATIONS MANAGER

JOB DESCRIPTION

Job title	Marketing and Communications Manager
Department	Marketing and Communications
Office location	Arbon House, 6 Tournament Court, Warwick, CV34 6LG
Responsible for	Managing the output and development of a marketing communications team working across a range of channels
Salary	£40,000-£43,000 pa
Reporting to	Head of Marketing Communications

JOB PURPOSE

To coordinate day to day delivery of proactive and reactive marketing communications designed to promote the products and services of the business and deliver the member value proposition in line with Strategic Framework and KPIs.

Main Duties and Responsibilities:

- Line manage members of Marketing and Communications team in delivering planned marketing and communications campaigns and reactive communications
- Work in tandem with Head of Marketing and Communications, and Marketing and Communications Manager to coordinate delivery of digital and offline marketing activity including website development and SEO, targeted advertising, social media, SMS and email marketing performance in line with the organisational strategy and KPIs
- Act as internal editor for Property Professional magazine
- Work with any relevant external partners and suppliers to deliver projects underpinning Propertymark’s KPIs
- Create content for website, magazine, newsletters, social media, email marketing and other communications channels, reviewing effectiveness and revising the allocation of resources as appropriate
- Maintain an understanding of the training needs of the Marketing Communications team in response to developments in marketing channels and platforms
- Maintain the quality and relevance of Marketing Communications output with the aim of increasing organisational credibility
- Liaise with departments including Policy, Commercial, PR, Membership, Qualifications, Regulation and Finance and to deliver Marketing and Communications.
- Support the Head of Marketing and Communications in flexibly delivering reactive and timely communications to meet the value proposition
- Seek to understand relevant legislative developments across multi disciplines within housing and create reactive and proactive content accordingly
- Monitor developments relevant to audiences across England, Scotland, NI and Wales

- Monitor performance analytics for the website and other marketing channels and report to the Head of Marketing and Communications in line with relevant plans and KPIs
- Develop methods to engage audiences including developing surveys and polls
- Analyse and review use of channel effectiveness in meeting strategic objectives
- Respond to developments flexibly
- Any other responsibilities or tasks as reasonably requested by the business.

Key working relationships:

- Head of Marketing and Communications
- Marketing Communications team
- Policy and Campaigns team
- PR team
- Regional Executives
- External agencies including design, publishing, media buying, print and advertising agencies
- Departments across the organisation

Job requirement:

- Experience of line management
- Strong communications skills
- Experience of content management systems

Preferred skills:

- Experience of working in a membership organisation
- Social media innovation
- Experience of working in busy environment
- Experience of delivering marketing communications across several brand identities
- Experience in integrating communications across channels
- Experience in implementing a marketing/communications plan
- Strong writing skills
- Experience of taking complex issues such as draft legislation and communicating it to different segments of audience
- Strong background in people management Experience in developing template marketing plans
- Awareness of issues around data protection/contact management Experience in marketing for events or training
- Implementation of a new intranet system

November 2023