**Marketing Coordinator**

We are looking for a Marketing Coordinator to provide marketing support to the regional sales team, manage the effective delivery of marketing services in line with central marketing strategy, and co-ordinate the marketing agencies activity at a regional level.

**The Role:**

* Briefing of production requirements to production house.
* Advise media buyer of requirements
* Manage process through to appearance of ad
* Provide advice and support to the regional sales team on copy style, proposition and positioning in line with the ‘tool kit’
* Develop marketing strategy and plans for regional launches
* Liaise with central marketing services for production of all marketing material
* Identify opportunities to maximise positive Brand exposure in locality of development
* Manage the measurement of campaign effectiveness contributing to the national summary.
* Drive cost efficiency through correct use of the processes and briefing procedures developed to reduce rework and abortive costs
* Briefing of brochure requirements to external agencies for branding
* Manage sources of material and single contact for external agency
* Manage approval process
* Manage brochure expenditure.
* Management of material produced by agents to ensure brand consistency
* Responsible for continued assessment and updating
* Work closely with central marketing and all regional marketing co-ordinators to deliver national initiatives at a regional level.
* Opportunity to assist in the preparation of regional launches
* Provide organisation and administrative support for sales promotions including site launches, regional exhibitions and presentations

**The Person:**

* Relevant experience in similar marketing role
* Degree – desirable
* A Levels or equivalent – essential
* Strategic & analytical thinker
* Proven interpersonal / motivational skills
* Demonstration of full understanding of marketing mix
* Operation of I.T. based administration systems
* Working in a time critical environment
* Previous administrative experience
* Full UK driving licence.

**In order to be successful in this role you must be able to prove eligibility to work in the UK.**

If you are successful at interview and the Company considers making an offer of employment, you may be asked to give your consent to the following pre-employment check[s] being undertaken by our third party provider, Experian (or any other appropriate third party provider that the Company chooses to engage).

The type of checks made will depend on the role in question but may include any or all of the following

Criminal records (DBS);

Credit reference

DVLA

The purpose of such checks will be to assess your suitability for the role. If it subsequently transpires that you have given incorrect, false or misleading information, your application will not be taken further.

**The Company:**

Taylor Wimpey is a FTSE 100 business and one of the largest residential developers in the UK, building new homes and communities across England, Scotland and Wales.

Our vision is to become the UK’s leading residential developer for creating value and delivering quality. We build over 10,000 homes each year, from one-bedroom apartments to six-bedroom houses all across the country.

Our people are passionate about the house building industry and about our customers. Culturally we pride ourselves in having a diverse work force with an opportunity to grow a career in a variety of environments. We look to develop our people in the skills and areas they are most interested in so if you are looking to join a thriving company going through an exciting period then please get in touch.

**Please advise your Line Manager if you are applying for this role.**