**Marketing Manager**

We are looking for a Marketing Manager to manage the effective delivery of all aspects of marketing for Central London developments to UK and overseas markets, provide marketing support to the Head of Marketing and regional sales team, and manage the marketing agencies’ activity at a regional level, with the support of the marketing co-ordinator and digital marketing co-ordinator.

**The Role:**

* Create and implement marketing strategies for each development, in line with business targets.
* Work closely with external design agencies to develop bespoke marketing literature and campaigns for UK and overseas launches.
* Drive effective use of and manage regional sales & marketing budget.
* Attend weekly project and sales meetings in line with business timetables.
* Manage PR agency through frequent contact and holding a monthly update meeting.
* Ensure the Taylor Wimpey Central London brand and individual development brands are well represented in all relevant locations – Online, selling agents’ offices, hoarding and signage.
* Manage and improve lead generation campaigns, measuring results
* Manage design process of all marketing collateral including CGI’s, development models, brochures and manage approval process.
* Work with interior designers on implementation of show houses.
* Progress TWCL brand development.
* Overseeing all outward facing correspondence from customer relations’, construction and planning newsletters are brand appropriate
* Planning and organising events and exhibitions both in UK & Overseas
* Ensure as brand guardian that Air Street represents our business and brand correctly

**The Person:**

* Relevant experience in similar marketing role within central London
* Experience of developing, maintaining and delivering on marketing strategies to meet company objectives.
* Degree – desirable / A Levels or equivalent – essential
* Marketing Qualification - desirable
* Strategic & analytical thinker
* Proven interpersonal / motivational skills
* Demonstration of full understanding of marketing mix
* The ability to delegate and motivate others
* Strong organisational skills
* Good verbal and written communication skills
* Creative ability
* Energetic with positive attitude
* Excellent proof reading skills

**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.**