**Marketing Executive**

The Taylor Wimpey Sales and Marketing Team are looking for a Self-confident, resilient and energetic Marketing Executive.

**The Role:**

* Coordinate the production, accuracy and content of all marketing communications
* Maintain the standard rolling three-month plan identifying marketing campaigns for all developments
* Regularly update the content of the business unit’s pages ensuring information and availability is accurate
* Deliver a consistent Taylor Wimpey brand experience across all channels
* Ensure the effective implementation of the Taylor Wimpey Development Communication Plan throughout the lifecycle of all developments
* Review effectiveness and ROI of campaigns using standard monthly reports and online analytic tools
* Input into monthly meetings with external agencies using the approved agenda and focus site reports.
* Monitor the annual marketing budget for the business unit;
* Complying with and uphold company policies and procedures.
* Undertaking any additional tasks as may reasonably be required from time to time.

**The Person:**

* Previous experience in a similar role.
* Degree in Marketing would be an advantage or a recent CIM qualification.
* Strong project management/organisational skills.
* Ability to use spreadsheets to analyse data and spot trends
* Good copywriting skills.
* Understanding of customer segmentation - preferred
* Understanding of Facebook and Google marketing products - preferred
* A keen interest in following marketing trends - preferred

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

**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.

**Internal applicants – please advise your Line Manager if applying for this role**.