Key facts

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| Job title: | Marketing Executive | Location: | Based in New Bond Street, London |
| Business: | Central London | Report to: | Marketing Manager |

The purpose of the role

The Marketing Executive will provide marketing support to the Marketing Manager to co-ordinate the effective delivery of all marketing collateral in line with the TWCL marketing strategy for the UK and overseas.

Key accountabilities

* Brief, coordinate and deliver bespoke, development-specific branding and brochures, both digital and printed, plus manage the approvals process
* Manage external creative agencies and act as key point of contact
* Manage the supply of relevant material and drawings in order to effectively deliver brochure content and floorplans, CGIs, scale models, photography and signage
* Coordinate the production of event and exhibition collateral for TWCL and associated selling agents in the UK and overseas
* Deliver TWCL-specific marketing literature, including brochures, leaflets and award entries
* Drive effective use of the Sales and Marketing budget and maintain development marketing expenditure records
* Measure and report on marketing campaign effectiveness
* Manage construction PR agencies
* Assist with providing copy for website and public relations
* Provide support to the Sales and Marketing team

Primary network: who you will work with

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| Internal: | Board Directors, Sales and Marketing Team, Projects Team, Commercial Team,  Land team |
| External: | Creative agencies, suppliers, selling agents |

Key competencies

**Be Planned and Organised** – Worksmartly, efficiently and manages their time well. Work in a structured way.

**Integrity** – says the right thing and does what is said.

**Develop Relationships –** Build positive and trusted relationships. Encourage and take feedback seriously modifying behaviour as a result. Develop sustainable and robust relationships.

**Have professional impact** – Maintain a consistent positive impact with others. Communicate well checking for others understanding. Manage your own reactions under pressure.

**Collaborate** – Develop and support collaborative team working. Have effective networks both in and outside of TW.

**Makes informed decisions** - Demonstrates overall business judgment in decision-making.

**Focus on Solutions** **–** Is always solution focused, and problem solves to drive results.

**Open to change –** Demonstrate flexibility when needed.

**Collaborate** – Develop and support collaborative team working. Have effective networks both in and outside of TW.

Key experience

* Demonstrates understanding of marketing mix
* Ability to use InDesign (preferred but not essential)
* Relevant experience in a similar marketing role either within or outside of the industry is preferable

Please send your CV and a covering letter to Lucy Whitehead, Marketing Manager, via email [lucy.whitehead@taylorwimpey.com](mailto:lucy.whitehead@taylorwimpey.com) by 1st July 2015.