**ROLE PROFILE**

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| **Function** | **Sales and Marketing** |
| **Job Title** | **Regional Marketing Manager** |
| **Grade** | **M2** |  |
|  | **Reports to** | **Chief Sales and Marketing Officer** |
|  | **Direct Reports** | **N/A** |

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| **Aim of the role**Responsible for developing and implementing demand and lead generation marketing strategies in a defined territory, including online and offline activity across various marketing channels, including website engagement, tactical campaigns, email marketing, social media, paid advertising, and events.**Responsibilities and Duties*** Create and implement engaging campaigns that position the untypical businesses as customer-centric housebuilder
* Define and execute a region-specific marketing plan with clearly defined KPI’s and goals and manage the approved budget to ensure a measurable return on investment
* Be a brand advocate and help to position untypical as an innovator
* Ensure that marketing activities are aligned with brand values and long-term business goals and enhance brand reputation
* Work with digital and creative team members and agency partners to ensure that all content and channels are relevant and contribute to better brand awareness
* Work closely with regional and divisional teams to create marketing impact that meet business growth targets
* Lead and manage divisional and group projects, where appropriate
* Work collaboratively with colleagues to drive value at every stage of the process, reducing duplication, cutting out waste and securing a return on investment/ objective
* Ensure written communication reflects key messages and includes use of correct language, tone and meaning
* Ensure consistency and business adherence to marketing processes, policies, and brand guidelines
* Assist and work closely with regional sales teams

**Knowledge Skills and Experience*** Extensive experience in a similar role, with a proven track record in developing and executing multi-channel communication programmes
* Good organisational skills with the ability to project manage multiple initiatives simultaneously and work under pressure
* Exceptional verbal, writing and editing skills, with the ability to write in different styles to reflect the nature of the audience and message
* Proven experience in dealing with and influencing senior business unit leaders, and confident at networking and building strong relationships with colleagues and stakeholders at all levels
* Ability to thrive in a fast-paced, deadline-driven team environment with shifting priorities
* Ideally BA/BS in relevant subject
* Ideally experienced in working in complex and fast-growing matrix organisations
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| **Our Behaviours - Manager** |
| Trust and Integrity | * Maintains confidentiality
* Acts in a way that builds trust and confidence
* Communicates with honesty and transparency
* Treats everybody with dignity and respect
* Welcomes value in diversity
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| Enable and Support | * Encourages team to create positive working relationships with others
* Provides feedback
* Ensures work is distributed fairly
* Seeks first to understand; listens before speaks
* Enables people to take ownership for their own work
* Gives people the opportunity to learn from mistakes without judgement
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| Inspirational and Motivational | * Inspires confidence by demonstrating knowledge and understanding
* Celebrates and rewards success
* Approachable
* Sets fair and clear expectations
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| Self-aware and resilient | * Listens and reflects on feedback from others; seeks to make positive changes
* Adapts behaviour to different situations
* Is aware of unconscious bias and adapts accordingly
* Keeps calm and considered under pressure
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| Purposeful and Decisive | * Aligned with the wider business objectives
* Sets realistic expectations for high performance
* An effective and efficient decision maker
* Makes difficult decisions
* Takes responsibility and accountability for decisions and actions
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