**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 |
| 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 |
| Inspirational and Motivational | * Inspires confidence by demonstrating knowledge and understanding * Celebrates and rewards success * Approachable * Sets fair and clear expectations |
| 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 |
| 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 |

