

Marketing Assistant

Commercial services

Overview	
Role Purpose	<p>To support delivery of our marketing campaigns designed to generate leads to sell our new homes and position NHG as a leading provider of home ownership - where home ownership starts.</p> <p>The Marketing Assistant will offer administrative and campaign support to the marketing team whilst learning and gaining experience to deliver their own development marketing campaigns.</p>
Responsible for	<ul style="list-style-type: none"> Marketing administration. Supporting delivery of marketing campaigns, event organising and promotional merchandise and stock control.
Reports to	Senior Marketing Campaigns Manager
Line management	<ul style="list-style-type: none"> N/A
Date	December 2018

Role relationships	
Internal	Work closely with the Senior Marketing Campaigns Manager and Campaign Managers, development, finance, procurement and communications.
External	Suppliers – marketing agencies, media bookers, photographers, marketing suite and show home providers. Other as directed.

Role accountabilities	
<ul style="list-style-type: none"> Provide administrative support to the Campaigns Managers, both routine and ad hoc. Maintain up to date campaigns trackers, logs and action plans. Administering marketing procurement – raising requisitions, processing purchase orders and recording spend against budget. Booking meeting spaces for internal and external meetings. Providing support on campaign delivery as required and directed by the Senior 	

Role accountabilities

Marketing Campaigns Manager, Marketing Manager or Head of Marketing.

- Assist with approvals and sign-offs of marketing and advertising output and liaise with design agencies and media bookers to make necessary amends or re-bookings.
- Support content administration – working with the digital marketing team to ensure that availability information, property listings and intranet content are kept up to date
- Coordinate Open Days and organise all relevant equipment and promotional materials, book venues, and organise staff attendance working with the relevant Sales Managers.
- Support administration of direct marketing through property alerts and email marketing.
- Arrange pitches for marketing campaigns from design suppliers and set up new suppliers on our systems.
- Manage, control and replenish stock of all branded goods for NHG. Source new products as requested, obtain quotations, coordinate artwork, approval and sign off.
- Cover for the colleagues across the Marketing and Digital teams as required.

General

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive, the post holder may undertake other duties as is reasonably required.

How do you meet the role requirements?

To do the job well, we have outlined the key behaviours we'll expect of you, and the knowledge, experience and skills you need to do the job. You'll be assessed on these criteria at various stages throughout the selection process.

Role behaviours

Customer focus	<ul style="list-style-type: none"> Commit to providing the best service to customers, set realistic expectations, keep your promises, and act with integrity always. Commercial awareness / VFM in everything people do
Accountability and delivery	<ul style="list-style-type: none"> Be accountable for the accuracy and completeness of your work, remaining calm under pressure, making informed and reasonable decisions.
Service improvement	<ul style="list-style-type: none"> Approach your work with rigour, challenging yourself to identify opportunities for service improvement, working in partnership with others to make NHG better for customers and colleagues.
Communication and inclusion	<ul style="list-style-type: none"> Communicate clearly and openly, including all and celebrating differences, listening and responding positively to others.

As NHG develops a new competency framework, behaviours for individual roles will be aligned as appropriate.

Essential knowledge, experience and skills

Professional expertise (know how & experience)	<ul style="list-style-type: none"> Knowledge and understanding of marketing gained through experience or study. (Essential) Experience of project management and specifically of working on multiple projects and administrative tasks at once. (Essential) Experience of working in a target-focused sales and marketing environment. (Desirable) Experience of Marketing through digital and traditional channels such as press advertising, point of sale, and PR. (Desirable)
Skills	<ul style="list-style-type: none"> IT skills to intermediate MS Office skill level. (Essential) Experience of using content management systems. (Essential) Copywriting, proof reading and editing skills. (Desirable)
Qualifications and/or professional membership	<ul style="list-style-type: none"> Marketing qualification or studying towards a marketing qualification. (Essential)

Role requirements

DBS	<ul style="list-style-type: none"> None
Data and information processing	<ul style="list-style-type: none"> Information/Data User (all staff)
Data protection role	<ul style="list-style-type: none"> Information Asset Administrator Data Steward