



Marketing Executive Role Profile

Role Profile			
Job Title:	Regional Marketing Executive	Reports To: (Job Title)	Marketing Manager
Department:	Marketing	Responsible For: (Management of)	
Location:	Galliers Regional Office (Shrewsbury)		
Who we are?			
<p>We have a reputation for providing quality new homes and exceptional customer experience. Every aspect of the location, design and specification of our homes is carried out with good attention to detail and utmost care. In order, to achieve this we rely on the commitment and effectiveness of our employees. In return we provide a working environment that offers autonomy, support and opportunity. Our aim is to retain our five-star builder status; this means being a five-star employer.</p> <p>Formed in 1993, we have grown to a business employing over 100 people to with a turnover of £100m. We have ambitious, sustainable growth targets and by 2021 our aim is to achieve £150+m. Despite our growth, we remain true to our values - a family run business that promotes giving people real responsibility, acting on initiative and caring for the wellbeing of our employees. Our head office is Chasetown and have offices in Shrewsbury, Stratford-on-Avon and aim to open an East Midlands office in 2018.</p>			
What will the role involve?			
<p>You will be primarily working within the core Sales and Marketing team of 8. You will have responsibility for co ordinating the marketing requirements of a regional office and its sales developments. You will work within an environment where the power of teamwork and collaboration is valued and on a day to day basis you will:</p> <ul style="list-style-type: none"> ▪ Work with the Sales Manager and Marketing manager to co ordinate the set up of new developments ▪ Be responsible for researching new developments to understand target market ▪ Be aware of the regional marketplace and build strong local connections ▪ Ensure an excellent web presence for each development is maintained daily along with portals ▪ Plan a marketing strategy for each development using relevant media platforms to create quality leads ▪ Responsible for controlling site marketing budgets ▪ Monitor site presentation and liase with sales advisors and manager ▪ Attend and contribute to regular team meetings and external agency meetings ▪ Identify and promote new PR opportunities for developments and the regional office <p>You'll be given responsibility to take regional ownership and to plan and manage your own time and workload from the start with the support of our Marketing Manager and team. You will work alongside all disciplines to promote the development of the company as a 5 star builder through its developments and web presence.</p>			
What kind of person are we looking for?			
<p>We are looking for an experienced marketing executive with some formal qualification an advantage. A person with good inter personal skills and a drive and tenacity to work on their own initiative is necessary as they will be working in a small team environment but will need to travel to sites and communicate with our teams at site level, splitting time between regional and head office in Chasetown. Creative talent plus good attention to detail for checking technical aspects and copy is required along with the ability to work to plan and targets set.</p>			

How will your career develop?

Our Company is growing, career opportunities are available but we will discuss with you how you want your career to develop and will provide the support you need. You will be set objectives that will provide clarity and purpose and a development plan that provides the right level of development for you at your stage of your career.

Our offer?

You will be rewarded generously for your contribution, you will be paid a market rate salary and will receive a discretionary annual bonus based upon the Company meeting its targets. You will receive a benefits package that is competitive within the industry and receive all the training and development you need. You will work in an environment that promotes flexible/agile working.

Equal opportunities

Cameron Homes Limited is committed both to promoting equality and diversity in the Company and to Equal Opportunities in employment. The Company believes in equality regardless of race or racial group (including colour, nationality, ethnicity, national origins) religion, caste or belief, age, disability, gender, gender identity, gender reassignment, sexual orientation, marriage and civil partnerships, surrogacy, adoption and parental rights. This includes any incidents of perceptive or associate discrimination and harassment.