

# BLLENHEIM

## JOB DESCRIPTION

**Job Title:** Property Marketing Manager  
**Department:** Marketing  
**Reports to:** Marketing & Communications Director  
**Staff reporting to this post:** Marketing Executive

**Summary of role:** Manager of the brands Blenheim Estate Homes, Pye Homes and Blenheim Strategic Partners.

Blenheim develops its own land under the Blenheim Estate Homes brand using legacy principals, with its partner Pye Homes to build the homes.

Pye Homes, which is owned by Blenheim is a growing local developer acquiring land and building its own product and developments. Together we strive for quality building, sustainable homes and spaces to create thriving communities that also offer affordable homes, shared ownership and lettings.

A new emerging brand of Blenheim Strategic Partners offers other landowners our experience to take their land through planning and to build.

**Tasks & Responsibilities:**

- Drive and support strategic plans to grow brand awareness and hit business KPIs across all brands
- Manage and deliver the required marketing mix to drive leads and sales across multiple development sites
- Manage and deliver development site launches and new phase releases across both onsite and off site marketing requirements
- Manage the brand for a consistent delivery across the business
- Insight led decision making using audience and platform insight
- Support land pitches to ensure the tone and brand is represented
- Working with third parties, plan and deliver community engagement plans around the development cycle from planning to delivery
- Undertake analysis of the competitive environment and consumer trends, reporting back to the business regularly.
- Developing and sustaining strong working relationships with all stakeholders – internally and externally to benefit the brand
- Overseeing the annual communications budget and ensuring its fully maximised
- Analysing and reporting back to the business on the results of the marketing & communications delivery as well proactively implementing change where required
- Writing different types of copy depending on its purpose and proof reading all content for quality and brand tone
- Supporting the Marketing & Communications Director in any required projects.

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- Skills & Experience:**
- Previous experience in a similar role
  - Industry background in property essential
  - Proven record of delivering multi layered marketing campaigns using the entire marketing mix
  - Target audience and behaviours profiling
  - Brand development
  - Budget management
  - Audience led content development
  - Team management

- Person Specification:**
- Passionate, enthusiastic & driven
  - Proactive and able to lead a team to achieve results
  - Competent management of team members directly
  - Confident to represent the business externally at events, with partners and presenting
  - Strong communicator verbally and written skills
  - Adaptable and flexible to change
  - Thrives off a busy and dynamic environment
  - Team player
  - Able to deliver under pressure
  - Organised and effective

- Our Culture:**
- At Blenheim, we are passionate about providing an environment for our employees to develop their skills, try new ways of learning and encouraging their talents to flourish. Our Blenheim Behaviours are shared by all and are an important aspect of joining the Blenheim Team.
- Relish a New Challenge Everyday
  - Keep Our Promises
  - Show Honesty with Kindness
  - Share a Sense of Belonging
  - Make History