

JOB DESCRIPTION

Job Title:	Marketing Co-ordinator
Reports to:	Head of Sales
Accountable to:	Head of Sales
Purpose:	To support the Sales Department by carrying out all pre-reservation sales administration processes.
Scope:	<p>The Sales Department in a Homes Division is responsible for marketing and advertising the company's developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The key objective is to achieve sales at the appropriate rates/prices in order to achieve the annual turnover forecast for the Division.</p> <p>The Department is also responsible for managing all sales leads generated to their respective Division by Group Marketing activity, and closely monitoring conversion rates.</p> <p>The Department works particularly closely with the Build Department as well as manages the interface between the various departments of the company and its customers, from initial contact through to plot completion and occupation; and post completion customer service.</p> <p>The nature of the role requires the job holder to travel to all the Division's developments and to spend time on each, as required to fulfil the responsibilities of the role.</p>

Key Responsibilities:

1. Advertising/Response Management

- Book all advertising on Purchase Order system in line with Media Schedule.
- Liaise with Homebuy agents re marketing material.
- Update Redrow website and all relevant property portals, identifying requirements for photography, suggesting suitable images, providing and checking information.
- Produce monthly campaign reports for review and submission by divisional Head of Sales.
- Organise text campaigns.
- Monitor advertising budgets, both media and production costs and report as required to Head of Sales.
- Monitor Division's sales inbox and respond accordingly and take any adhoc calls from prospective customers regarding both forthcoming and existing sites.

2. Development Set-Up & Launch and New Releases

- Attend Pre-Start Meeting.
- Assist Sales Management with sales area set ups, having responsibility for inputting orders for all items required for the set up into the Purchase Order system; arranging Geofix numbers, telephone line installation, control and set up of computer system and Redrow TV for the sales area; point of sale material.
- Organise launch events and all invitations for these events.
- Weekly updates with suppliers to ensure delivery of all items ordered.
- Timely input/update of all sales release information into management information system SBMS.
- Make up price lists and input into SBMS.

3. Point of Sale Literature

- Ensure all point of sale literature are delivered to developments prior to launch and in a timely manner.
- Collate requirements for all point of sale updates/re-prints for ongoing developments, and input orders for the same and any other pre-sale items as well as stationery supplies for developments and uniforms/badges for Sales Consultants into the Purchase Order system.
- Assist Sales Management as required in ensuring all point of sale literature is updated when images/floor plan dimensions/ specifications etc are changed by Technical/Commercial and that up to date information is retained in the Divisional Office as well as on Developments.

4. Meetings

- Attend bi-monthly Divisional marketing meetings, and as required, assist Sales Director with agenda/admin/reporting before and after the meetings.

5. Other Duties

- Collate weekly sales figures for review by Head of Sales, forward to Group Marketing.
 - Look out for opportunities for entering developments into Award Schemes and highlight to Sales Management.
 - Provide accurate pre-sale information to Sales Management as required.
 - Provide back-up for Sales Co-ordinator.
6. Ensure familiarity with Redrow Group's Health, Safety and Environmental policies and comply with employee responsibilities.
7. At all times comply with company policies, procedures and instructions.
8. Contribute to improving the business and enhancing the reputation of the company by putting forward new ideas and by implementing change when requested to do so.

Working Relationships:

Effective working relationships are an essential part of daily working life. The focus in this role is both:-

Internal: Colleagues within Division and within Group Marketing; and

External: Suppliers/contractors.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.