

### **JOB DESCRIPTION**

<b>Job Title:</b>	Marketing Communications Executive
<b>Reports to:</b>	Marketing Communications Manager
<b>Accountable to:</b>	Marketing Communications Manager
<b>Job Purpose:</b>	The jobholder will work with Account Managers, Artworkers and the Marketing team, to manage the day to day requirements of the marketing department with regards to Company campaigns.

### **Key Responsibilities**

1. Responsible for the production and management of publications including print, fulfilment and distribution.
2. Management of all Print/POS and Direct Mail campaigns, working in close liaison with the Homes Divisions regarding format, design, production, fulfilment, data and distribution.
3. Responsible for producing Production Schedules including input and maintenance of accurate information held on the MRM system.
4. Develop an annual marketing plan in conjunction with the regional sales departments. This should detail the year's activity to meet agreed company objectives
5. Budget management. To deliver all marketing activity within the agreed budget
6. To achieve frequent, timely and positive media coverage across all available media
7. To managing the entire product line life cycle from strategic planning to tactical activities
8. To conduct market research in order to identify market requirements for current and future products
9. To develop and implement a company-wide plan to push product, working with all departments for its execution
10. To analyse potential strategic partner relationships for product lines
11. Ensure familiarity with Redrow Group's Health, Safety and Environmental policies and comply with employee responsibilities.
12. At all times comply with company policies, procedures and instructions.
13. Implement new ideas and methods and continue to seek ways of both improving contribution to the organisation's goals and enhancing the reputation of the company.
14. To identify the need for improved office procedures.

### **Working Relationships:**

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

Internal: Colleagues within the Marketing Department and Operating Division

External: Third Party Agencies

**These are illustrative duties and the post holder will be expected to become involved in a range of other duties as reasonably required by the head of Department/the team.**

