

Marketing Executive

Folio London – Commercial Services

Overview	
Role Purpose	Responsible for devising marketing strategies and advertising Folio London's properties to let to support voids and lettings targets.
Responsible for	<ul style="list-style-type: none"> Implementing marketing strategies that align with business objectives Marketing Folio London's properties to let Set and manage budgets for marketing campaigns Briefing agencies to support your marketing campaigns Reporting on return on investment Conducting market research and gathering market intelligence Promoting the Folio brand Compliance – legislative, industry and H&S
Reports to	Marketing Manager
Line management	<ul style="list-style-type: none"> None
Date	November 18

Role relationships	
Internal	Executive Board, Folio Board and Governance Committees Group Director of Commercial Services Commercial Services Directorate Folio London team Development, Finance, ICT, BID, Communications
External	Customers Contractors and suppliers Auditors

Role accountabilities	
<ul style="list-style-type: none"> Plan and implement marketing and digital marketing campaigns as required for developments that support rental targets. Take ownership of all marketing (online and offline) for developments, ensuring all communications are up to date and accurate at all times, and adhere to the corporate branding guidelines and policies. Work closely with the Folio London team, specifically the Lettings team to guide and advise on best practice marketing to achieve desired targets. Work with the Communications Team and external agencies to provide information for press releases and PR opportunities. 	

Role accountabilities

- Coordinate the production of high quality marketing communications, publications and marketing collateral that adhere to the corporate brand guidelines. Work closely with designers and agencies if necessary to achieve this.
- Work to a budget and ensure that budgets are adhered to reporting where budgets are likely to overrun or any other matters which could impact on delivery.
- Raise purchase orders and process invoices including recording all expenditure and payments and monitoring development budgets.
- Feedback to the Marketing Manager and the operational teams if improvements are identified in relation to letting Folio London properties and improving customer satisfaction.
- Collaborate with colleagues in the Communications, Development & New Business and NHHO Marketing teams to ensure all relevant information and plans needed for marketing new developments are received on time.
- Support the Digital Coordinator to oversee all digital platforms including the website, lettings portals (Rightmove and Zoopla) and all aspects of social media (Twitter, Facebook, Instagram and LinkedIn).
- Responsible for procuring, ordering and delivering of show flat and tenancy furniture packages including fixtures and fittings.
- Contribute to committee and board meeting reports and present strategies and updates to senior management teams.
- Monitor and report on marketing activities and advertisements and outline ways to improve. Contribute information on Folio London's website performance to regular reports.
- Work with the lettings and operational teams to develop case studies and promote positive feedback.
- Review and monitor external advertising and share market research with the team.
- Create content for Folio London marketing and liaise with the Communications team to promote it via relevant channels, e.g. social media, print etc.
- Promote the Folio brand internally and externally and increase exposure.

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 • Monitor and analyse customer data and take appropriate action to ensure compliance with standards • Scan best practice to develop strategies to improve customer satisfaction • Maintain sector and specialist knowledge and awareness of best practice to drive excellence
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. • Highlight when strategic goals and objectives are at risk and provide options to reduce the risk • Identify creative solutions to complex problems and present carefully considered and appraised options • Tackle difficult situations with skill and generate appropriate solutions to complex problems for yourself, and others • Anticipate risks and forecast future performance and take remedial action as required
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. • Actively seeks feedback from customers to improve services • Develop a culture of continuous improvement in customer service to achieve excellence
Communication and inclusion	<ul style="list-style-type: none"> • Communicate clearly and openly, including all and celebrating differences, listening and responding positively to others. • Appropriately consider the needs and concerns of 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"> • Good understanding and experience of working in the private rented sector • Recent experience of working in a sales and customer service environment

	<ul style="list-style-type: none"> • Good understanding of the relevant legislation, statutory and regulatory requirements related to the private rented sector • A good understanding of the private rented tenure and the processes related to letting and managing privately rented property • Experience of managing or overseeing projects to deliver successful outcomes • Experience of using business intelligence systems or databases to provide accurate management reporting
Skills	<ul style="list-style-type: none"> • Effective IT skills including intermediate to advanced MS Office skills • Excellent verbal and writing skills
Qualifications and/or professional membership	<ul style="list-style-type: none"> • CIM (desirable) • ARLA/NAEA/IRPM or similar (desirable)

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 and data administrator