

# BLLENHEIM

## JOB DESCRIPTION

Blenheim Estates Marketing Manager

Circa £40K Per annum + 9% Pension

Due to exciting and emerging company expansion and growth we are looking for a Blenheim Estate Marketing Manager.

Blenheim Estate is a fairly new formed brand identity for the company and represents two areas that include a focussed property business, that owns our key partner Pye Homes to achieve its business objectives through strategic land development and caring for our place through developing and sharing our land. This brand has spent the last 8 months developing the property essence, principals and audiences, as well as start to deliver into the market place. The sharing our land arm is currently having the strategy and essence created for its future success.

This brand new role will deliver the Blenheim Estate Marketing & Communications in collaboration with our Blenheim strategic goals and vision which is *to be the lifeblood of the local economy, to enhance the life's of people in Oxfordshire and to share this magnificent place and conserve and protect it for future generations.*

### Day to day role responsibilities:

- Drive and support strategic plans to grow brand awareness and hit multiple layered commercial business KPIs for Blenheim Estate and our partner Pye Homes
- Manage and deliver the marketing & communications plan using the entire marketing mix for Blenheim Estate and partner Pye Homes
- Develop and manage the brands for a consistent delivery across the business.
- Guiding the day to day activities of your direct reports
- Analyse target audience profiles to develop and deliver targeted marketing communications.
- Customer Journey Mapping - analysing touch points to deliver and maximising commercial opportunities.
- Undertake analysis of the competitive environment and consumer trends, reporting back to the business regularly.
- Developing and sustaining strong working relationships/partnerships with all stakeholders – internally and externally to benefit the brand.
- Managing external agencies and ensuring marketing budgets are met.
- Overseeing budgets 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 audience
- Supporting the Marketing & Communications Director in any required projects.

### Skills & knowledge:

- Industry knowledge in property & landed estates advantageous but not essential.
- Proven record of delivering multi layered marketing campaigns using the entire marketing mix.
- Target audience and behaviours profiling.

# BLLENHEIM

- 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.

Please apply with a cover letter and CV before the closing date of 13<sup>th</sup> June 2019.