

## ROLE PROFILE

<b>Function</b>	<b>Marketing</b>	
<b>Job Title</b>	<b>Head of Marketing</b>	
<b>Grade</b>	<b>M3</b>	
<b>Reporting Lines</b>	<b>Reports to</b>	<b>Chief Operating Officer</b>
<b>Direct Reports</b>		<b>PR Manager Marketing Manager</b>

### Aim of the role

To create and implement the brand, marketing and communication strategy for Tilia Homes.

### Responsibilities and Duties

- Setting and implementing the marketing and communication strategy – working to increase the brand awareness of Tilia Homes as well as the regional businesses and developments
- Monthly marketing and communication reporting – looking at KPIs, analysing performance and suggesting improvements.
- Setting the national marketing and communication budget – monitoring spend and ROI
- Tilia brand guardian – ensuring the corporate identity is compliant across all marketing channels. This includes signage, marketing suites, on and offline marketing channels as well as stationery and merchandise
- Create and implement best in class / stand out seasonal brand campaigns for the best possible return.
- Internal and external communications – overseeing all communication from board updates through to internal communications, organic social media and external press releases
- Overseeing the digital marketing and social media strategy – monitoring and reporting on our cost per lead and cost per reservation figures
- Management of key internal events such as the senior management and sales conferences
- Overseeing the Tilia Homes website – monthly reporting and performance reviews including SEO
- Management of the ConnectCRM system – regular review meetings, support to the regions, training updates as well as rolling out improvements to the system
- Management of any project work that arises in the business
- Management of agencies and third-party suppliers
- Management of marketing manager and PR manager – weekly team catch ups and performance reviews.

### Knowledge Skills and Experience

- Extensive experience in a similar role, with a proven track record in developing and executing multi-channel marketing communication programmes
- Good organisational skills with the ability to project manage multiple initiatives simultaneously and work under pressure
- Exceptional verbal, writing and editing skills, with the ability to write in different styles to reflect the nature of the audience and message
- Proven experience in dealing with and influencing senior leaders, and confident at networking and building strong relationships with colleagues and stakeholders at all levels
- Proven expertise in specific markets

Our Behaviours - Manager	
Trust and Integrity	<ul style="list-style-type: none"> <li>• Maintains confidentiality</li> <li>• Acts in a way that builds trust and confidence</li> <li>• Communicates with honesty and transparency</li> <li>• Treats everybody with dignity and respect</li> <li>• Welcomes value in diversity</li> </ul>
Enable and Support	<ul style="list-style-type: none"> <li>• Encourages team to create positive working relationships with others</li> <li>• Provides feedback</li> <li>• Ensures work is distributed fairly</li> <li>• Seeks first to understand; listens before speaks</li> <li>• Enables people to take ownership for their own work</li> <li>• Gives people the opportunity to learn from mistakes without judgement</li> </ul>
Inspirational and Motivational	<ul style="list-style-type: none"> <li>• Inspires confidence by demonstrating knowledge and understanding</li> <li>• Celebrates and rewards success</li> <li>• Approachable</li> <li>• Sets fair and clear expectations</li> </ul>
Self-aware and resilient	<ul style="list-style-type: none"> <li>• Listens and reflects on feedback from others; seeks to make positive changes</li> <li>• Adapts behaviour to different situations</li> <li>• Is aware of unconscious bias and adapts accordingly</li> <li>• Keeps calm and considered under pressure</li> </ul>
Purposeful and Decisive	<ul style="list-style-type: none"> <li>• Aligned with the wider business objectives</li> <li>• Sets realistic expectations for high performance</li> <li>• An effective and efficient decision maker</li> <li>• Makes difficult decisions</li> <li>• Takes responsibility and accountability for decisions and actions</li> </ul>