

LINMERE

JOB PROFILE

Job Title	Freelance Marketing Manager - Linmere	Reports to	Ben Phillips, Director - Strategy & Investment, Linmere (Lands Improvement) Valerie Henry, Head of Marketing, Telereal Trillium
Duration	Freelance temporary contract, 3-4 days per week. Immediate start preferential	Location	Flexible working options. We would anticipate occasional travel to Houghton Regis (development site) and one day a week at Lands Improvement offices, 140 London Wall, London, EC2Y 5DN
Role Purpose	<p>Lands Improvement, one of the UK's leading strategic land development companies owned by the Telereal Trillium Group, is looking for a Freelance Marketing Manager to take on responsibility for a new, exciting mixed-use development that will feature 5,150 new homes over 262 hectares. Working specifically on this scheme, this role will build and drive brand awareness, positioning Linmere as a new destination on the map.</p> <p>This is a fantastic opportunity for someone who has previous experience managing the marketing for a large mixed-use development, to take ownership of the brand and really make a difference to the area, the community, and future buyers.</p>		

JOB DESCRIPTION

Main Duties & Responsibilities	<ul style="list-style-type: none">• Produce extensive marketing strategies - to deliver creative campaigns covering online, offline, digital, social media, PR, and events for the placemaking of a new mixed-use development• Collateral development and delivery – to ensure the delivery of creative collateral including brochures, fact sheets, stationary, floor plans etc.• Advertising creative development and delivery – the delivery of advertising concepts into campaigns• Maintenance and distribution of media campaigns – to take ownership of the development and maintenance of the media schedules• Development and delivery of visuals – to take ownership for delivering visuals including CGI's, videos, lifestyle shoots and show apartment / sales and marketing suite photography• Management of all quotes, invoices and expenditure tracking – to take ownership of expenditure tracking. Produce and manage the marketing budget for each campaign and ensure analysis is conducted to showcase success.• Development and delivery of signage – to take ownership for delivering all signage including hoarding, banners, building signage, vinyl graphics etc. and working with the site managers / project managers and construction directors to manage the logistics of site specific marketing• Develop graphics where required
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- Buyer profile analysis and reporting – to evaluate who is buying and provide suggestions on how to tailor marketing activity to respond to this intelligence
- Brand guardian – ensure consistency and brand excellence across all branded materials and ensuring housebuilder are abiding by development branding restrictions
- Development of event concepts – to take ownership of developing an events programme and delivering them including planning, catering, RSVP's and running the events. Some examples include sales launches, pre-launches, customer events, brand alliance events, stakeholder events etc.

PERSON SPECIFICATIONS

Experience and Skills

- Experience managing marketing for large-scale mix-use developments **ESSENTIAL**
- 5+ years experience in property marketing
- Excellent analytic and project management skills
- A strong creative outlook
- Proven ability to build a strong brand image through marketing
- The ability to create a clear sense of direction for people

Please apply with your CV, cover letter and salary expectations to Valerie Henry, valerie.henry@telerealtrillium.com.

Thank you, and we look forward to hearing from you!