

Job Title:	Marketing Co-ordinator (Part-Time – 20 hours per week)
Business:	Taylor Wimpey West Midland
Location:	Solihull
Reports to:	Regional Sales and Marketing Director
Direct Reports:	None
Job Level:	M2
Main Interfaces:	Regional sales & marketing team, national sales & marketing team, External marketing agencies
Date:	January 25 th 2010

Overall Purpose
To provide marketing support to the regional sales team, manage the effective delivery of marketing services in line with central marketing strategy, and co-ordinate the marketing agencies activity at a regional level.

Key Activities
Responsible for regional weekly ad requirements
<ul style="list-style-type: none"> • Briefing of production requirements to production house. • Advise media buyer of requirements • Manage process through to appearance of ad • Provide advice and support to the regional sales team on copy style, proposition and positioning in line with the 'tool kit'.

Site marketing
<ul style="list-style-type: none"> • Develop marketing plans and implement activity in line with the 'tool kit'. • Work closely with external agencies to provide bespoke marketing proposals for flagship developments, in line with house style. • Liaise with central marketing services for production of all marketing material • Provide site profiles including SWOT analysis • Provide competitor intelligence on marketing activity per site • Identify opportunities to maximise positive Brand exposure in locality of development.

Budget control
<ul style="list-style-type: none"> • Drive effective use of regional sales & marketing budget • Maintain site marketing expenditure records • Manage the measurement of campaign effectiveness contributing to the national summary. • Drive cost efficiency through correct use of the processes and briefing procedures developed to reduce rework and abortive costs.

Brochure production
<ul style="list-style-type: none"> • Briefing of brochure requirements in accordance with 'tool kit' to external agency • Manage sources of material and single contact for external agency • Manage approval process • Manage brochure expenditure. • Development of bespoke brochure material for flagship developments, in line with

house style.

Selling agent support marketing management

- Identification of opportunities for POS in agent offices.
- Management of material produced by agents to ensure brand consistency
- Responsible for continued assessment and updating.
- Management of use of agent database.

Sales & Marketing support

- Work closely with central marketing and all regional marketing co-ordinators to deliver national initiatives at a regional level.
- Provide organisation and administrative support for sales promotions including site launches, regional exhibitions and presentations

Knowledge Required

Relevant experience in similar marketing role
Experience from outside the industry desirable

Qualifications

Degree – desirable
A Levels or equivalent – essential
Marketing Qualification - desirable

Technical Competencies

Strategic & analytical thinker
Proven interpersonal / motivational skills
Demonstration of full understanding of marketing mix

Key Competencies

Teamwork [This means much more than working closely with others. It also means promoting our shared values and getting the best out of our colleagues while participating fully in adding value to the business]

Team Work: Acts as a role model in demonstrating very effective team working both within immediate team and wider 'TW' team. Plays an effective role as a member of the TW Team.

Communication [Effective communication is a two-way street. It involves being a good listener as much as a good talker. It means asking questions to ensure full and proper understanding, and being able to influence other people, by gaining their agreement for ideas and initiatives]

Sharing Information: Communicates with clarity and impact to all levels of employees relating effectively to their needs.

Credibility and Trust: Generates trust by openness, two way communications style and consistency.

Presence and Influence: Projects presence at Team meetings – able to contribute with confidence.

Personal Drive [The ability to inspire others through one's own enthusiasm and commitment to the job. Positive behaviour, setting challenging goals and standards for oneself and others; acting as a role model]

Inspires by example: Self starting – pushes self to achieve stretching targets. Shows personal commitment and enthusiasm.

Resilience And Self Confidence: Self confident and energetic in pursuit of goals. Resilient when faced with setbacks/obstacles. Works harder in adversity.

Customer Focus (Internal & External) [Working to understand customer needs, to meet and exceed expectations, and to establish and maintain longer-term customer relationships]

Personal Commitment: Takes an active lead in promoting the importance of long-term relationships with customers.

Right First Time: Has full commitment to customer satisfaction generating a right first time culture.

Process Focus: Proactive in ensuring structured customer management processes are implemented.

Business and commercial acumen [This means helping to maximise our profitability by controlling costs; exploring new ways to improve efficiency; and taking the financial implications and risks into account when making decisions]

External Effectiveness: Proactively focuses on changes required for the future of the business. Recognises where resources/expertise outside the team can enable more effective delivery and makes use of these.

Decision Making: Demonstrates decisiveness within scope of role knowing when risk factors require referral upwards.

Innovation [Consistently producing imaginative new ideas and solutions to problems; encouraging the same in others; being prepared to experiment and being comfortable with managing risk]

Seeks And Applies New Ideas: Challenges the Status Quo – looks for and stimulates ideas and suggestions for improvement. Willing to try out new ideas.

Represents Wider TW Business: Acts as the representative of the full breadth of TW activities.

Integrity [Demonstrating consistently the professional virtues of honesty, fairness, sincerity and trustworthiness; being committed to the highest standards of professional ethics]

Integrity and Respect: Treats all relationships with integrity and respect. Trustworthy and reliable in dealings with colleagues. Respected by all employees.

Leadership (if managing a team or has influence on another) [Shaping the vision; being a credible, inspiring role model; having the ability to lead and manage diverse groups and adapt one's style to suit situations and people; putting oneself on the line to deal with difficult problems]

Develops Employees and Delegates Effectively: Takes a conscious and consistent approach to delegation and review. Develops capability in direct reports, coaching and mentoring where needed to create a strong team.

Strategic Vision N/A

N/A

If you are interested in this role please email your CV to Jan Titley on Jan.titley@taylorwimpey.com by 9 February 2010.