



Job Description

Marketing Specialist - Product

Collaborate with various stakeholders to ensure the product offering and product tools are developed, launched and managed effectively with our customers at the forefront of everything we do to meet the business objectives.

This job description provides an overview of the responsibilities and tasks of the role. You may be required to perform job related tasks other than those specified.



STRONG ENOUGH TO CARE



ONE TEAM



STRIVE TO BE THE BEST



BRINGING THE BEST OF LIFE

Business Unit	Marketing and Communications
Department / Team	Marketing and Communications
Reporting Line	Product Marketing Manager
Contribution / Responsibilities	You will be responsible for; • Be the advocate for the resident with regards to the product and marketing tools. • Collaborate with business stakeholders and external suppliers to facilitate successful delivery of product tools. • Maintain an overview of Summerset team activities on developing sites to ensure the required product tools are delivered on time. • Investigate established villages resources, coordinate design updates and maintain detailed documentation. • Maintain an eye for detail in every aspect of your work • Collaborate with external suppliers to create product tools (Matterport tours, 3D Models, product photography, drone images) which meet the needs of our stakeholders. • Manage the creation and printing of tools for launch • Coordinate and take minutes for construction and development meetings. Meeting minutes will need to be precise and accurate, and communicated to internal stakeholders. • Maintain internal resources and manuals • Support and coordinate the generation of new signage which fits within our brand guidelines and signage manual • Identify improvements, and new opportunities with our marketing material, product tools and process to ensure we continually deliver the best resources for our internal stakeholders and customers. • Gather and understand market and customer insights to apply to the role • Any other tasks to support the Marketing Manager Products, wider marketing and communications and sales teams.
Health & Safety	Be a proactive contributor to ensuring the health & safety of our people, our customers, our contractors and our residents. This includes conforming to Summerset's safety culture expectations of an environment of zero-harm and compliance with health and safety policies and procedures.
Qualifications and Experience	• A degree in business administration, marketing, design or a related field ideal but not essential • Experience in product management, preferably in the real estate or construction industry • Attention to detail and a creative eye • Strong organisational skills • Be customer centric • Excellent communication and interpersonal skills • Excellent Microsoft and Adobe skills. Experience with InDesign Programme not essential, but would be a bonus • Ability to work collaboratively with a wide range of stakeholders, including sales, development, construction and operations teams, as well as the wider Marketing team • Ability to manage multiple tasks and priorities • Maintain up to date with both marketing and product industry trends
Relationships	• Product Marketing Manager • Senior Designer • Marketing and Sales Teams • Development and Construction Teams • Design Managers • External business partners
Dimensions	• 0 direct reports • 0 opex / capex budget

Values		
 STRONG ENOUGH TO CARE We treat our residents like family. We do what's right. We respect people as individuals.	 ONE TEAM We look out for each other. We take ownership and follow through. We share and listen to each other's ideas.	 STRIVE TO BE THE BEST We work hard. We like to win. We're always learning and improving.

