

Job Description

Marketing Manager

The Marketing Manager leads integrated marketing activity across a portfolio of villages, partnering with Sales and Marketing leaders to deliver customer-led campaigns that support enquiry generation, conversion and business growth.
The role leads the campaign team to ensure activity is insight-led, commercially focused and aligned to village and business priorities.

Business Unit: Sales, Marketing and Communications
Department/Team: Marketing
Budget: Yes
Reports To: Head of Marketing
Direct Reports: Yes

Our Culture, Our Values, and Our Shared Promise

At Summerset, it's the passion and dedication of our people that bring our villages to life. Across all our roles, we work together as one team to create the best possible life for our residents. Our vibrant culture is grounded in our values and shaped by what our people have told us they value most about working here.

Our values: One Team + Strive to be the best + Strong enough to care = ***Bringing the best of life.***
B.I.I.G promises you can expect to receive in return for your hard work and commitment to Summerset:

BELONG You will belong to a supportive team dedicated to creating vibrant villages & communities.	**IMPACT** You will make a meaningful difference in the lives of our residents, giving them a fulfilling & comfortable future.
INCLUSION You will be valued for your unique skills, talents & background.	**GROWTH** You will join a leader in a growing industry. As we grow, you can grow with us.

Leadership Capabilities

Whether you're leading yourself, leading a team, or leading the organisation, the Summerset Leadership Framework describes that behaviours that make us a high-performing and thriving organisation.

LEADING INCLUSION We lead with respect and kindness, support each other through challenges, and foster inclusive, trusting environments.	**LEADING GROWTH** We seek feedback to grow, own our career journeys, and embrace change as a catalyst for learning and improvement.

LEADING IMPACT We work with purpose, plan and collaborate to deliver, and continuously seek better ways to innovate and improve.

LEADING FOR SAFETY We strive to lead safe people, safe places and safe systems, to protect our people and contractors, our residents, and our visitors from harm.

Contributions and Key Responsibilities

These are the key activities you'll be responsible for in this role.

Regional Marketing Leadership & Stakeholder Partnership

- Act as the primary marketing partner to Group Sales Managers and Sales Managers across an assigned portfolio of villages.
- Lead the development of regional and village marketing strategies aligned to commercial objectives and sales priorities.
- Translate business goals into integrated marketing plans that support the full customer journey from awareness through to conversion.
- Provide strategic guidance and recommendations on marketing activity, performance and optimisation opportunities.
- Influence stakeholders and build alignment between Sales and Marketing to support business outcomes.

Customer Journey & Lead Nurture

- Lead robust prospect nurture activities and work with Digital and Sales teams to support customer progression through the sales funnel.
- Leverage CRM capability and customer insights to improve lead quality, engagement and conversion outcomes.
- Ensure customer journey considerations are embedded within marketing planning and execution.
- Support the delivery of customer-centric marketing initiatives that enhance the customer experience.

Launch & Development Marketing

- Lead the end-to-end marketing approach for new village establishments, village launches and main building launches.
- Ensure structured, consistent and effective marketing execution across new developments, sales suites and show homes.
- Partner with key stakeholders to support successful launch outcomes and ongoing customer demand.

Media Strategy, Planning & Investment

- Develop regional marketing plans that support occupancy and growth objectives.
- Partner with the Customer Insight & Media Manager to determine media mix and investment priorities.
- Ensure marketing investment decisions are guided by customer insights, performance data and commercial priorities.
- Identify opportunities to improve marketing effectiveness and return on investment.
- Contribute to business planning through market knowledge, customer insights and performance analysis.
- Evaluate marketing investment trade-offs and recommend allocation decisions that maximise commercial outcomes and return on investment.

Campaign Leadership & Marketing Delivery

- Lead the campaign team to plan, coordinate and deliver integrated marketing activity across campaigns, events, launches, collateral and digital channels.
- Ensure marketing activity is integrated across channels and aligned to agreed objectives.
- Guide the development and marketing implementation of tactical offers and local initiatives that support enquiry generation and conversion.
- Ensure marketing materials, messaging and customer communications are relevant, effective and aligned with brand standards.
- Maintain oversight of campaign quality, consistency and execution across the village portfolio.

Performance, Leadership & Team Contribution

- Own regional and village marketing performance outcomes, including enquiry generation, pipeline contribution and conversion performance across assigned villages.

- Identify opportunities to optimise launch performance and improve future launch activities.
- Use performance insights and data to support decision making and continuous improvement.
- Provide day-to-day leadership, prioritisation and performance direction for the campaign team, ensuring activity is delivered on time, to standard and aligned to commercial priorities.
- Foster a positive, collaborative and high-performing One Team culture across Marketing and Sales.
- Contribute positively to the success of the Marketing team and broader business.

Experience, Attributes and Qualifications

- Relevant tertiary qualification in Marketing, Communications, Business or a related discipline.
- 5+ years' experience in senior marketing, marketing business partnering or related roles.
- Experience leading campaign teams or marketing practitioners to deliver integrated marketing activity in a complex, multi-stakeholder environment.
- Strong experience developing and delivering multi-channel marketing strategies and campaigns.
- Demonstrated experience in budget planning, media investment and marketing performance management.
- Demonstrated ability to use data and insights to support marketing decisions and improve outcomes.
- Strong stakeholder engagement and influencing capability, with experience working closely with senior leaders, sales teams and other commercial stakeholders.
- Strategic thinker with strong commercial acumen.
- Ability to translate business objectives into actionable marketing plans.
- Data-informed decision maker with strong analytical skills.
- Leadership capability with a focus on coaching, development and accountability.
- Strong communication, presentation and relationship management skills.

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

