

**Job Description:** Commercial Marketing Manager within a FTSE 250 Property Investment and Development Company

We are looking for a Commercial Marketing Manager to join the team at GPE for a maternity cover.

At GPE, with the power of innovation and partnership, we deliver market-leading, sustainable spaces, allowing our customers and our communities to thrive, creating space for every London story. A progressive culture, entrepreneurial spirit and a pragmatic approach offers opportunities for our people to unlock their potential every single day.

As a FTSE 250 business, we own and manage £2.4 billion of real estate, primarily focusing on commercial, providing our customers a choice of Ready to Fit or Fully Managed workspaces and retail spaces across Central London. Sustainability and customer experience runs through the heart of everything we do, always focusing on how we can work in partnership with our customers to jointly meet their ambitions.

### **The Role:**

We are looking for an experienced Marketing Manager with a strong commercial property background. The ideal candidate needs to be commercial, creative and have a wealth of cross channel marketing experience including brand, creative, digital and print. The main aim of the role is to help drive the leasing of the GPE's flexible workspace offering, delivering 360 campaigns for existing and new developments.

The Commercial Marketing Manager will report to the Marketing Lead and help to deliver the overarching commercial marketing strategy. They will also work closely with the Leasing, Development and Portfolio/Asset teams and at times with the Executive Team and therefore should have demonstrable experience influencing at all levels.

### **Key Responsibilities**

- Developing and delivering the commercial marketing plans for existing assets and upcoming flexible development pipeline, leading on all aspects of allocated marketing campaigns.
- Ensuring all activity achieves planned ROI across all marketing touchpoints and remains within budget.
- Lead on digital marketing initiatives for the commercial marketing team to drive leads through digital acquisition to meet leasing targets.

## **Duties**

- Developing and delivering full 360 marketing plans for each allocated scheme, including brand, creative, digital and PR activity.
- Own and manage the briefing process for all projects including management of all key stakeholder's input.
- Appoint and manage creative, digital and advertising consultants/agencies across the full marketing mix.
- Delivering the design and publication of all collateral including websites, social media, brochures, visuals etc.
- Regularly updating and managing all website content and other channels to ensure materials are correct.
- Work closely with cross business functions including Leasing, Portfolio/Asset, development, and other teams as required.
- Manage all budgets for own projects and sometimes oversee the management of other marketing budgets as required.
- Support the Leasing team on the delivery of RFP's.
- Contributing to the achievement of the marketing KPI's.
- Delivery of effective internal communications and marketing reporting.

## **Essential Experience**

- Previous property marketing experience which must include flexible workspace.
- Understanding of the London property, offices and development landscape
- Experience delivering B2B commercial property specific materials such as brochures, floorplans and CGI's.
- B2B experience with a focus on delivering creative, commercial and digital projects in a timely manner.
- Strong digital skills– content creation, social media management and planning and an understanding of performance marketing.CRM – ideally Microsoft Dynamics
- Proven track record in developing creative marketing and branding projects.

- Cross channel experience, including website creation, social media, digital advertising and other digital content.
- Strong agency management to ensure effective delivery from key suppliers/agencies.
- Demonstrable experience of working to agreed deadlines.
- Proven experience in stakeholder management.

### **Desirable Experience:**

- Strong understanding of the property industry as a whole
- PR experience, ideally focusing on leading PR on commercial projects.
- Experience and competency with presentation software, including Microsoft Word, Adobe, InDesign, PowerPoint and Excel

### **Key competencies**

- Confident, driven and dynamic and able to bring people with them.
- Innovative and creative with a strong focus on delivering results.
- Able to manage several work streams at any one time and prioritise activities accordingly.
- Proactive and inquisitive, enjoys problem solving and generating new ideas.
- Accountability for and management of budgets and ability to drive return on investment.
- Ability to build effective and positive relationships internally and external networks, utilizing them for the benefit of GPE.
- Strong communication and presentation skills – proven ability to communicate and influence at all levels.
- Act as an ambassador for the Company's brand

### **Personal Attributes**

- Self-starter that seeks out responsibility and is open and responsive to feedback
- Thrives in a deadline driven, fast paced environment and remains composed under pressure.
- Commercial and pragmatic
- Brings a high degree of energy and commitment to their role.
- Works in a collegiate way with colleagues to achieve the best outcomes.
- Continuous improvement focus

## **Live by our Company Values**

- We achieve more together.
- We are committed to excellence.
- We are fair and inclusive.
- We embrace opportunity.
- We value every customer.