

## Job Profile

Job Title	Senior Marketing Executive
Reports to (job title)	Brand and Campaign Manager
Job Reference No.	HOMEJD1049

### The job in a **nutshell...**

You will devise and deliver excellent data-driven communication campaigns which align to our business objectives, communicating to thousands of customers, prospective colleagues and partners.

Passionate about the ever-changing nature of communications, you are our expert across print and digital channels, including following new trends, measuring the performance of channels, and understanding customer requirements to make sure we're continuously improving.

### What **success** will look like...

We have outstanding communications across our portfolio of campaigns and programmes that have improved channel performance. Through great relationships and working collaboratively with a positive attitude, you have developed and implemented a wide portfolio of campaigns including ad hoc communications with success.

We have continuous improvement across our marketing and communication channels, through regularly scanning the horizon for changes and developments which impact our customers, colleagues and prospective colleagues. Our content and channels of communication add value, are at the forefront of key trends and meet the changing expectations, goals and objectives of the organisation.

Through a strong network of internal and external contacts and by not acting in isolation or silo, you have leveraged networks to benchmark how we operate, delivering insights and value add to our content and campaigns.

Thinking broadly and recognising the bigger picture, you have a solid understanding of the way we work, our expectations of colleagues, managers, the ambitions, goals and objectives of Home Group and our various functions.

Through ongoing evaluation of our campaigns through metrics, analytics and reporting. You have used these insights to inform and influence our content and channels with improved performance.

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Colleagues across the team (and wider organisation) are inspired to create brilliant communications. You role model a positive can-do approach, contributing to a positive team spirit and great place to work.

As a self-starter you'll take a lead in your own personal development, recognising where you need to expand your knowledge and/or to take a lead on a subject matter less familiar to you.

You'll already have these **brilliant** skills, qualifications and knowledge...

#### Transferable skills

•**We know how the world works and our place in it**

- Take ownership for understanding the external influences on Home Group and what our competitors are doing
- Understand the direction we are taking and explain the reasons behind the key decisions
- Take responsibility for making sure your knowledge is up to date, read and listen to updates about our sector and external communications

•**We are intuitively collaborative**

- Work with others as part of one Home Group team
- Shout about our achievements both within and outside of Home Group to help people understand the breadth of what we do
- Mentor and shadow others to share knowledge

•**We have creative spark**

- Think outside the box about how things can be done more efficiently and effectively
- Share your excitement and passion
- Be confident to try something new - give it a go!

•**We get where our customers are in their lives**

- Listening to customers to understand their needs
- Understand how your role makes a difference to our customers
- Uses performance information to drive improvements

#### Technical qualifications, experience and knowledge

•**Experience of using digital communications systems for marketing**

- Experience of marketing/communications evaluation.** Able to analyse data, use metrics and insights to improve communication outcomes and identify opportunities

- An outstanding content creator** who can create outstanding content across multiple channels (print and digital), including design around content accessibility principles

- Planning and stakeholder management skills,** ability to lead planning based on business objectives and being accountable for delivering campaigns

We'd also love you to have, or be **brilliant** at... (but don't worry if not)

You might hold a marketing qualification or professional membership, currently working towards, or willing to work towards this, but we know how to spot top talent and great potential, so you won't be overlooked if you haven't started that journey yet.

We're all **accountable** for...

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care and taking steps to address and report problems related to Health and Safety.

Taking a proactive approach to your learning and development in order to be the best you can be. This includes understanding and keeping up to date with all of our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

Other **important** stuff...

You'll be a budget holder? No ☒ Yes ☐ ... up to £ [Click here to enter text.](#)

You'll manage people? No ☒ Yes ☐ ... around [Click here to enter text.](#) direct reports

We all work flexibly at Home Group but the level of travel in this role is usually...

Occasional ☒ Regular ☐ Frequent ☐

This role requires a DBS check? No ☒ Yes ☐

Basic ☐ Standard ☐ Enhanced ☐

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