

Job Advert

Marketing Manager (Maternity Cover)

Reference: MM03

Vacancy Details

Job: Marketing Manager (maternity cover)

Term: Temporary

Employment Type: Part Time (4 days per week)

Location: Cumnock, Ayrshire. Occasional travel to sites across the UK.

Salary: £27,500 pro rata

This is an ideal opportunity for an experienced marketing manager to work for a growing company in a friendly and flexible working environment.

We require an enthusiastic and determined individual to develop and implement a robust marketing strategy for The Wee House Company, particularly our new Connect Modular brand for affordable housing.

Essential skills and experience:

- Minimum 5 years' experience working in a similar role
- Minimum 2:1 degree in marketing or similar
- Excellent oral and written communication skills
- Experience writing copy for advertisements, editorial and press releases
- Experience of B2B marketing and marketing to public sector organisations
- Basic photography and video editing skills
- Experience of managing and maintaining social media and websites
- Experience of team and budget management
- A full UK driver's license and own transport

Desirable skills and experience:

- Experience of marketing in the construction industry, affordable housing and working with local councils and housing associations.
- Experience using graphic design software such as Adobe Creative Cloud

The role will involve but not be limited to:

- Developing and implementing the marketing strategy for modular bespoke homes and developments
- Managing our in-house marketing assistant and graphic design, photography and videography sub-contractors
- Managing and reporting on the annual marketing budget
- Managing social media accounts and creating content to increase engagement
- Keeping company website up to date and ensuring continuity
- Hosting show home visits for potential customers
- Coordinating maintenance and upkeep of the show home and sales office
- Managing potential customer relationships
- Managing customer database
- Creating and managing paid advertising campaigns
- Writing press releases and managing media presence
- Creating and issuing regular e-shots
- Reporting to Directors on KPIs and conversion rates

Benefits

- Company pension scheme
- Friendly and flexible working environment
- Flexibility over days and hours worked would be considered
- Opportunity to learn new skills and take on extra responsibilities, if desired, as business grows

To apply for this role, please send your CV and covering letter to:

enquiries@theweehousecompany.co.uk