

<b>Job Title:</b> Flex Marketing Lead
<b>Department:</b> Marketing
<b>Contract Status:</b> Full-time / Permanent
<b>Hiring Manager:</b> Senior Marketing Manager
<b>HR Contact:</b> HRBP
<b>Closing Deadline for applications:</b> August 2023

**Job Description: Flex Marketing Lead** within a FTSE 250 Property Investment and Development Company

An exciting new role has arisen for a **Flex Marketing Lead** to join the team at Great Portland Estates plc (GPE).

GPE is a highly respected central London property investment and development company quoted on the London Stock Exchange. The Company, which employs around 130 people, owns around £2.5 billion of real estate – primarily commercial but also retail; and a small amount of residential – 100% in central London with a rent roll of approx. £100 million per annum. The business focuses on acquiring, managing and repositioning properties – to unlock their full potential and value. This approach, combined with successful reading of the real estate market, continues to deliver great performance for shareholders and makes for a dynamic environment in which to work.

At GPE, we genuinely believe that diversity gives us strength, but we know this strength is only fully realised if our environment is truly inclusive. Our culture is grounded in genuine and mutual respect, and we do not tolerate discrimination of any kind. We hire talented, unique individuals who are encouraged to collaborate, be their authentic selves and they support their colleagues to do the same.

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 Flex Marketing Lead with a strong commercial property background, particularly within the flexible workspace market. 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 support strategically and tactically to drive the leasing of GPE Fully Managed

workspaces and portfolio roadmap, which includes the delivery of; 360 campaigns across the Fully Managed development pipeline and Fully Managed portfolio, and at times new initiatives and products.

The Flex Marketing Lead will report to the Senior Marketing Manager and help to deliver the overarching Fully Managed marketing strategy. They will also work closely with the Flex team, 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 upcoming Fully Managed development pipeline.
- Developing and delivering commercial marketing plans for existing Fully Managed assets.
- Lead on allocated marketing campaigns across Fully Managed development schemes and existing Fully Managed workspaces.
- Ensuring all activity achieves planned ROI across all marketing touchpoints and remains within budget.

### **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 Flex team, 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 offices or mixed-use developments with particular focus on flexible workspaces.
- Understanding of the London property, offices and development landscape.
- Experience delivering B2B commercial property specific materials such as floorplans and CGI's.
- B2B experience with focus on delivering creative, commercial and digital projects in a timely manner.
- 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.
- CRM – ideally Microsoft Dynamics.
- Email marketing.
- Strong digital skills– content creation, social media management and planning and an understanding of performance marketing.
- 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 open and fair.

We embrace opportunity.