

## Role Profile – The What, The Where, The How

<b>POSITION</b>	Marketing Coordinator		
<b>TEAM</b>	Development & Sales	<b>LOCATION</b>	Coastline House
<b>VERSION</b>	2.1	<b>LAST UPDATED</b>	May 2025

### THE PURPOSE OF THIS ROLE IS TO

To be responsible for the marketing of the company's growing programme of shared ownership homes and all other marketing functions within the Sales & Marketing team, in compliance with company policy and best practice.

## Specific Accountabilities – The Brass Tacks

1. Support the Sales & Marketing Manager in promoting housing schemes, including shared ownership and open market sales. Lead on creating marketing materials (brochures, websites, ads, editorials) and writing content.
2. Manage and update social media and online marketing under supervision.
3. Plan, prepare, and manage the release of publicity materials to boost brand visibility.
4. Develop targeted marketing campaigns for each scheme before acquisition.
5. Organise and manage marketing events, open days, and show homes. Attend events as needed, including evenings and weekends (TOIL provided). Deliver occasional presentations.
6. Conduct market research to identify target audiences and analyse trends, competitors, and campaign effectiveness.
7. Maintain customer profiling data and support reporting. Manage customer satisfaction data and upload CORE data to Homes England.
8. Help implement marketing strategies for shared ownership, Land Transformation Programme plots, stock disposals, and other assets.
9. Support the sales team in achieving financial targets by ensuring timely and effective property marketing.
10. Regularly report marketing analytics to the Sales & Marketing Manager.
11. Coordinate with external agencies (e.g designers) to produce marketing materials.
12. Capture drone footage for media content and to assist with the production of conveyance plans.

13. Collaborate with the communications team on press releases and editorial content.
14. Ensure marketing activities stay within budget.
15. Handle enquiries from customers and solicitors regarding sales.
16. Provide team support as needed, including processing applications and managing property sales.

## Person Specification – The Who

### PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:
  - Put our customers first
  - Be open, honest and accountable
  - Value each other
  - Strive to be the best
- **Be flexible and open to change**
- **Ability to prioritise work and respond effectively as new projects are introduced**
- **Excellent communication skills**
- Has a full driving licence and a satisfactory **standard** DBS check;
- Some experience in the following would be an advantage:
  - Experience of using Photoshop
  - Experience of using Canva Pro

## General Obligations – For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.
4. Ensure compliance with the company's health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company's policy and standards.

## REPORTING

- Reports to the Sales & Marketing Manager

## CONTACTS

### Internal

- Directors
- Managers
- All other staff across the Company

### External

- Customers, buyers, adjoining owners
- Solicitors
- Valuers
- External agencies (Homes England and Help to Buy South West)
- Marketing agencies
- Advertising companies.

