



REGIONAL MARKETING COORDINATOR

JOB DESCRIPTION

Creating Better Life Experiences.
One Home at a Time.

BLOOR HOMES[®]

Job title	Regional Marketing Coordinator
Department	Regional Sales and Marketing
Responsible to	Regional Sales and Marketing Director

POSITION SUMMARY

To implement marketing activities for the regional sales operations. Providing marketing support across regional sites, helping to deliver marketing campaigns, local activity, and operational execution. Coordinate regional marketing activity (digital, print, events) in line with the broader marketing strategy.

KEY WORKING RELATIONSHIPS

Divisional Marketing Manager, Regional Sales & Marketing Director, Regional Sales Manager(s), Site Marketing / Sales Teams, Sales Secretaries, Group Marketing teams & Creative Agencies, Printers, Media Partners

MAIN DUTIES

1. Support the development and roll-out of regional marketing campaigns (digital marketing, events, collateral).
2. Coordinate with site sales teams to ensure local collateral is provided and to action web updates.
3. Assist in maintaining the regional website; update new home listings, local promotions, and event announcements.
4. Liaise with Group Marketing teams and external agencies to manage design, production and delivery of marketing materials.
5. Support email marketing campaigns, newsletter content and lead nurturing activity.
6. Help organise and execute local events, launches (e.g. showhomes), open days, community engagement.
7. Maintain marketing asset inventory, ensuring each site has up-to-date collateral.
8. Support with PR activity: drafting press releases, local news outreach, community partnerships.
9. Manage the local CRM / lead database (or support with data hygiene) to ensure accurate lead capture and handover to Sales.
10. Work to marketing budgets allocated by the Divisional Marketing Manager; track spend, process invoices.
11. Provide administrative support to the Divisional Marketing Manager & Regional Sales management team.
12. Ensure all marketing activity adheres to brand guidelines, legal compliance, ASA / planning regulations as relevant.
13. Undertake ad-hoc marketing duties as required by the Divisional or Regional sales & marketing lead.
14. Attending meetings that may be necessary in the performance of your duties.
15. Complying with and upholding company policies and procedures.
16. Undertaking any additional tasks as may reasonably be required from time to time.

It is a requirement of Bloor Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.