



REGIONAL MARKETING COORDINATOR

PERSON SPECIFICATION

Creating Better Life Experiences.
One Home at a Time.

BLOOR HOMES[®]

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

| | ESSENTIAL | DESIRABLE |
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| EXPERIENCE | <ul style="list-style-type: none"> Some experience in a marketing role, ideally coordinating campaigns or projects. Experience working with agencies, suppliers or printers. Experience with digital marketing tools (e.g. CMS for website updates, email platforms). Experience in a B2C environment, ideally in a sales-led business. | <ul style="list-style-type: none"> Experience working in housebuilding, residential development or property marketing. Experience supporting events or open-day launches. Experience handling local PR or community engagement. |
| QUALIFICATIONS | <ul style="list-style-type: none"> GCSE Maths and English, or equivalent qualifications | <ul style="list-style-type: none"> Educated to degree level (or equivalent) in Marketing, Business or related discipline, or relevant marketing qualification / experience. |
| KNOWLEDGE & SKILLS | <ul style="list-style-type: none"> Strong organisational skills, ability to manage multiple projects. Excellent written and verbal communication; strong copywriting ability. Attention to detail (especially in written communications and marketing collateral). Competent with Microsoft Office (Excel, Word), databases, and CMS. Good time-management: able to prioritise workload effectively. Good telephone manner and interpersonal skills. | <ul style="list-style-type: none"> Understanding of digital marketing. Knowledge of the housebuilding / property sector. Budget tracking skills (e.g. using Excel for simple budget spreadsheets). |
| ATTRIBUTES | <ul style="list-style-type: none"> Honest, trustworthy and professional. Eager to learn and develop new skills. Creative: able to generate ideas, suggest improvements. Supportive: works well with sales teams and site staff and contributes positively to challenging times. | |

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| | <ul style="list-style-type: none">• Passionate, driven, and self-motivated.• Adaptable and flexible: able to respond to change, adjust to different sites/environments. | |
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