1. IDENTIFYING FACTS

<table>
<thead>
<tr>
<th>Title of Job:</th>
<th>Marketing and Communications Assistant</th>
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</thead>
<tbody>
<tr>
<td>Location:</td>
<td>Inverness with occasional work in Invergordon</td>
</tr>
<tr>
<td>Number of Jobholders:</td>
<td>1</td>
</tr>
<tr>
<td>Title of Line Manager:</td>
<td>Operational Manager</td>
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2. JOB PURPOSE

The role of the Marketing and Communications Assistant will contribute to the delivery of sales and profit targets across Highland Residential by maximising exposure and awareness of the business and services and effectively communicating to and engaging with customers and clients.

3. MAIN TASKS

1. Work closely with the Operational Manager and operational teams to create and implement sales & marketing campaigns and business communication material that best represent the business services and brand values.

2. Expand brand awareness and engage with the targeted audience by exploring and securing appropriate and effective sales opportunities, marketing and advertising initiatives that deliver value for money within the approved marketing budget.

3. Analyse key market statistics, review the success of marketing and advertising activity, and assess public and customer perception of the brand and services of Highland Residential to inform future plans, campaigns, and investment.
1. Work closely with the Operational Manager and operational teams to create and implement sales & marketing campaigns and business communication material that best represent the business services and brand values.
   1.1. Be responsible for the consistent representation of the corporate brand and services.
   1.2. Manage the creative creation and supply of corporate brand merchandise.
   1.3. Be responsible for Highland Residential website management and search engine optimisation. Collate relevant content from the operational teams and present in a customer friendly format.
   1.4. Develop and manage sales and customer services literature; print and on-line.
   1.5. Organise and attend sales and promotional events.
   1.6. Perform any other tasks deemed to be reasonable.

2. Expand brand awareness and engage with the targeted audience by exploring and securing appropriate and effective sales opportunities, marketing and advertising initiatives that deliver value for money within the approved marketing budget.
   2.1. Plan and implement sales and marketing across social media / on-line / advertising and PR opportunities.
   2.2. Manage the creative process, working with design and PR agencies, preparing creative briefs and ensuring deadlines are met.
   2.3. Prepare accurate copy and develop creative content for various campaigns.
   2.4. Plan, develop and implement promotional messages and brand appropriate content for social media platforms, optimising audience reach and engagement.
   2.5. Manage the marketing budget, purchase order, and invoice approval process.

3. Analyse key market statistics, review the success of marketing and advertising activity, and assess public and customer perception of the brand and services of Highland Residential to inform future plans, campaigns, and investment.
   3.1. Create and implement timed customer satisfaction surveys and produce statistical analysis report and present key insights from the results.
   3.2. Prepare client ‘good news’ case studies from recent sales and lettings customers.
   3.3. Complete advertising and marketing analysis and evaluation reports to inform future campaigns and investment.

4. MAIN ACTIVITIES
Highland Residential Competency Framework

Communication
• Uses verbal (speech / phone / face to face) communication to get quick results.
• Writes clearly worded and concise letters, email & reports appropriate to the audience.
• Keeps customers and stakeholders well informed.
• Communicates ideas and information effectively both verbally and in writing.

Customer Focused
• Takes ownership for solving customer problems and resolves customer enquiries promptly at point of contact and only refers to others when genuinely appropriate.
• Interacts well with all customers, taking into account their needs.
• Understands all services and accurately matches these to the customer’s needs.
• Keeps customers up to date and well informed.
• Deals with customers fairly and equitably.

Creativity
• Demonstrates flexibility in approach to the service.
• Continually strives to review, question and improve how things are done.
• Sees improvement as a continuous process.
• Creatively explores and applies innovative approaches to improve the quality and delivery of systems to the benefit of the organisation.

Team Working
• Demonstrates a willingness to participate and contribute effectively to the team.
• Sets personal interests aside as appropriate to meet the needs of the team.
• Actively participates and contributes towards Project Teams, Committees and other working groups. Actively supports colleagues and sets a good example.

Personal Effectiveness
• Demonstrates a positive attitude to achieving results and takes personal responsibility for making things happen and achieving results.
• Regularly reviews performance in line with agreed goal and takes swift action to deal with business under-performance.
• Is accurate, pays attention to detail and ensures tasks are completed on time and willing to take responsibility in challenging circumstances or when things go wrong.
• Demonstrates ability to recognise and control own emotions and to respond to situations objectively, even when under pressure.
• Expresses self-confidence and flexibility to adapt own response to suit the needs of the situation and to respond flexibly depending on the other person’s approach.
• Prioritises important and urgent tasks and breaks down tasks into manageable assignments.

Problem Solving
• Takes appropriate action and proactively finds solutions to problems before being asked.
• Shows ability to identify and resolve problems by gathering and analysing information from a range of sources and make informed and effective decisions.
• Draws appropriate conclusions and considers the consequences of their decisions.

Service / Market Aware
• Keeps up to date with the service provision and broader market, through regular assessment and communication.
• Works proactively to broaden existing knowledge of the services and broader marketplace.