



**Role: Marketing Project Manager**

**Reporting to: Head of Marketing**

**Location: Leeds**

## **OVERVIEW**

LIV is a leading build to rent and residential block management company, delivering services nationwide. We currently manage tens of thousands of apartments in the UK and are involved in numerous schemes at different stages of development. Our clients include major developers and global investment funds and we also represent thousands of leaseholders nationwide.

The diversity of our client base calls for an integrated team approach and our experts strive to deliver value to our clients through clear, innovative thinking and timely solutions. We are also firm believers that you create your own success! As an entrepreneurial business we recognise and promote individuals who show potential to commit and grow with the business.

LIV is part of Cortland, who wish to develop 10,000 BTR units in the UK over the next 5-7 years commencing with our first 486-unit BTR residential development in Watford.

## **ROLE OVERVIEW**

We are looking for an enthusiastic Marketing Project Manager who has strong content-writing and digital skills. With a prime focus of supporting a variety of lead generation activities the candidate must be results-focused, highly organised and be able to work on their own initiative working to tight deadlines. This role would also involve building stronger engagement with customers – our residents.

This is an exciting and varied role that could be well suited for a Marketing or Communications graduate that already has some experience in the marketing field and is keen to develop more skills related to property marketing.

Specific duties will include:

### **Project Management**

- Partner closely with key functions within LIV to implement key marketing initiatives.
- Act as the traffic/project manager for all creative and production projects.
- Conduct research and analyse data to identify and define audiences for marketing briefs.
- Prepare pitch documents and digital presentations.
- Prepare advert content and visual concepts to engage consumers.
- Oversee and update the company photo library and digital asset management system.
- Liaise with external agencies and specialist teams to manage marketing deliverables.
- Coordinate internal and external team and partner meetings.
- Assist with organising events and exhibitions.
- Monitor marketing metrics for reporting purposes.

- Support the wider marketing team.
- Oversee the submission and tracking of marketing department invoices to accounts payable.

### **Community Signage Management**

- Oversee and coordinate the development and implementation of external and internal community signage.
- Assist in reviewing signage documents for correct signatures and notarization.
- Follow up with various points-of-contact regarding payment of signage invoices.

### **Customer (Resident) Experience**

- Assist with the implementation of key initiatives within LIV's resident experience strategy.
- Assist with the creation, implementation, and coordination of resident programming, including community events.
- Assist with development and management of national vendor relationships.

The role will involve digital and online marketing, therefore familiarity, knowledge and previous work experience with digital and online marketing methods is beneficial.

## **YOUR BUILDING BLOCKS OF SUCCESS**

### **Requirements:**

- Ability to use Adobe CC (Photoshop, Illustrator, InDesign, Premier Pro, Acrobat etc) HTML, ProcessWire, Wordpress and CRM (Zoho) or similar systems is preferable
- Experience providing project management and administrative support in a marketing department or agency preferred.
- Marketing or similar relevant qualifications/certifications is beneficial.

### **Knowledge, skills, and attitude:**

- Strong interpersonal skills and ability to work with a range of different stakeholders.
- Excellent communication skills, both verbal and written.
- Strong team player that is able to work independently.
- Approachable and flexible.
- Ability to manage number of different projects at the time.
- Ability to work under pressure.
- Problem solver with analytical mind and ability to think on your own.
- Strong level of accuracy and attention to detail.
- Comfortable managing data sets and analysing information.

- Working knowledge of project management software tools.
- Proficient in Microsoft Office Suite

### THE LIV DIFFERENCE

At LIV we understand that client service delivery and a focus on the resident experience sits at the heart of what we do. We put our customers and our residents first and enjoy the part we play in building vibrant, new communities.

We have worked extensively on large residential developments throughout the UK which has allowed us to develop specific experience and expertise in all the key areas that are relevant to successful management delivery. We are very fortunate to have a talented team and it is their combined experience which ensures we are at the forefront of the industry today.

Many of our competitors *talk* about what services they provide but we believe what makes us different is that we have been delivering these promises now for several years, at sites across the country.

With LIV's plans of further expansion, we would be delighted to see whether you believe you are the right person to continue this exciting journey with us.

LIV is an equal opportunities employer.