

Head of Marketing & Communications

Location: On-site at Stratford, London

Reporting to: Head of Business Intelligence

Contract Type: Full-time

About us

We're growing fast – as Newham's housing delivery company Populo Living Group has built just under 1,000 homes and has a pipeline of several thousand more to come. We manage over 500 private homes, in addition to over 250 affordable homes via Populo Homes, our registered provider subsidiary. Our developments range in size from small infill to large scale sites, including the reimagining of the Carpenters Estate in Stratford, one of the most exciting regeneration projects in the UK. We are committed to building more and better homes for the residents of Newham, including high proportions of affordable homes.

Role purpose

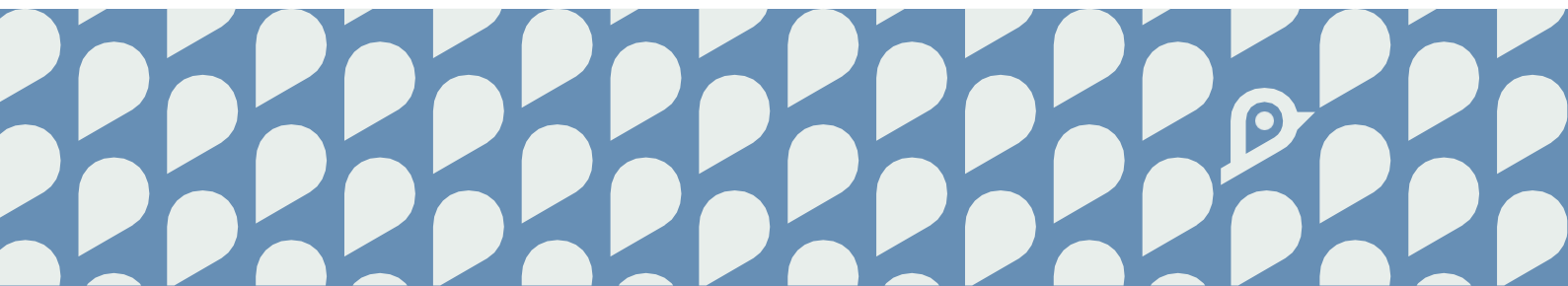
As the Head of Marketing and Communications you will steer the company's internal and external marketing efforts, crafting and executing strategies that enhance our brand, image, and reputation. You'll have a pivotal role in engaging our diverse stakeholders and driving forward our business plan.

Key responsibilities

- Develop and implement comprehensive marketing and communication strategies.
- Lead all internal and external communications.
- Manage high-profile events.
- Ensure collaboration between the five pillars of the business.

Marketing and Communication Strategies

- Collaborate with the Executive Team to align marketing strategies with the company's growth objectives.
- Partner with HR team to enhance internal communication and engagement.
- Develop marketing strategies to promote our business model



Marketing

- Drive cohesive marketing campaigns, including digital, content, and public relations efforts.
- Support Business Intelligence team with market analysis identify opportunities and trends.

Communications

- External: Cultivate a positive brand identity, building strong relationships with key stakeholders
- Internal: Keep staff well-informed and engaged, evolving innovative communication tools and methods.
- Shape structured communication approaches for shareholder reports and management documentation.

Events

- Lead or support significant events, ensuring successful execution and promotion

Team Leadership and Development

- Inspire, mentor, and develop the Marketing and Communication team, fostering a collaborative and high-performing work environment.

Skills and Experience

- Strong leadership and team management capabilities.
- Ability to develop and implement strategic communication plans.
- Innovative approach to enhancing brand presence and stakeholder engagement.

