

Role profile:

# Marketing Manager



**bruntwood**  
SciTech



A photograph of three people (two women and one man) sitting around a dark wooden table in a modern office setting. They are engaged in a discussion, with one woman gesturing with her hands. Large windows in the background show a cityscape. A large, cylindrical pendant light hangs above the table. The text 'About Bruntwood SciTech' is overlaid in white on the bottom left of the image.

# About Bruntwood SciTech

Bruntwood SciTech offers high quality office and laboratory space, a range of scientific services, and specialist business support which enables companies in the science, technology and innovation sectors to form, collaborate, scale and grow. It is the largest dedicated property platform serving the growth of the UK's knowledge economy to become a global science and technology superpower.

A JV between Bruntwood, Legal & General and the Greater Manchester Pension Fund, Bruntwood SciTech aims to create a £5 billion UK-wide portfolio that can support 2,600 high-growth businesses by 2032.

Bruntwood SciTech specialises in creating innovation ecosystems through its unique experience of working in strategic partnership with city councils, universities and NHS Trusts drives inclusive, sustainable economic growth through investment in science and technology infrastructure.

Now valued at £1.5bn, Bruntwood SciTech has a portfolio of 4.8m sq ft across nine life science and tech campus locations and 31 city centre innovation hubs in Manchester, Cheshire, Birmingham, Leeds, Liverpool, Cambridge and Glasgow. It has plans to create a £5bn portfolio by 2032 and has a 3.6m sq ft secured development pipeline.

# Shape your World

Everything we do comes down to our five values. In practice, these will mean something unique to every person at Bruntwood, but if you're considering working here, give them some thought. They've been at the heart of our story for over 40 years. Take a look at our video to find out more

We really believe that if you're brilliant to work with, you deserve brilliant things in return - from the big important stuff like up to 8% matched pension, 25 days holiday,

private healthcare, and enhanced maternity and paternity leave.

Through to the "small perks" that help you out with the little things that matter just as much. At Bruntwood we might work hard, but we have the benefits and rewards in place to help you find that balance and enjoy life too.

**So, work at Bruntwood  
and shape your world..**



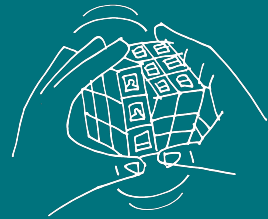
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**Dream &  
deliver**



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**Never sit on  
the sidelines**



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**Be creatively  
commercial**



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**Pay attention  
to detail  
(it matters)**



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**Be brilliant  
to work with**



# Role Profile

## The role: Marketing Manager

Salary: £35,000-£40,000

### Job purpose:

As Marketing Manager you'll lead marketing campaigns from inception to completion, using your creative flair to drive fresh/pioneering ideas for Bruntwood SciTech's Manchester portfolio and in particular the office buildings located here. You'll work closely with the Head of Marketing, managing key stakeholder relationships with our colleagues and customers.

### What you'll be doing:

- Alongside the Head of Marketing and with support from a Senior Marketing Executive, you will lead the marketing strategy for Manchester, delivering plans and activity in order to achieve our key lettings and retention targets
- You will act as a brand guardian for both Bruntwood SciTech and Circle Square and assist in brand building and place-making creation
- Managing the creation and production of marketing materials across different mediums including CGIs, videography, brochures, photography, hoarding, social media assets
- Developing engaging PR for key milestones and deals and managing the stakeholder approval process effectively
- Building strong relationships with the Commercial, Asset Management and internal project teams to collectively deliver our Manchester business plan
- Working closely with the central content and digital marketing teams to create and lead on integrated campaigns to support commercial objectives and increase lead generation
- Analysing and reporting on campaign performance and effectiveness, in order to drive improved conversions
- Working effectively with a range of national and sector suppliers, partners, stakeholders to identify and leverage opportunities
- Staying ahead of industry trends for the commercial property, tech and science sectors





# Role Profile

## **The role: Marketing Manager**

**Salary: £35,000-£45,000**

### **What we're looking for:**

- Degree or an equivalent marketing qualification would be beneficial, although current experience in a Marketing Manager role would be welcome too
- We're keen to see experience within tech/innovation based businesses, whether that be start-ups or well-established businesses
- End to end campaign management and leading on projects is key for this role
- We're looking for a healthy mix of marketing experience due to the variable nature of the role.
- We're pioneering in the world of commercial property so it's key you have a creative mindset
- A mix of both B2B and B2C experience would be beneficial, but not essential
- You'll be planning lead generation campaigns (online and offline) so if you have experience in this area it will be advantageous
- Stakeholder management experience is important as you'll be working with a variety of external partners as well as collaboratively with internal commercial teams

# Benefits of working with us

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SciTech



## Ways of Working

- We understand the importance of work-life balance, so whilst we are primarily an office-based culture (it's what we do!), we also want to encourage flexibility and agility where possible. Our colleagues make use of our different spaces and find lots of ways to collaborate which enable them to find the balance that brings out the best in everything they do.



## Holiday

- **28 days holiday** - plus your birthday!
- **Buy & sell** more holidays if needed
- **Sabbatical** of up to 12 months so you can take a career break after five years with us



## Financial benefits

- Up to 8% matched **pension scheme**
- **Enhanced maternity & paternity leave** - plus baby bonus!
- **Discounts & cashback** at leading retailers
- **Life assurance** / death in service
- **Rewards** for long service



## Health

- **Employee Assistance Programme** - 24/7 access to mental health, legal & financial support, including counselling
- **Free healthcare cash plan** for all colleagues so you can claim back medical expenses like optical, dentist & physiotherapy. We also offer
- **Free private healthcare** cover on an opt-in basis
- **Fitness classes**, free gym spaces & gym discounts
- **Healthy breakfasts** in our offices
- **Wellbeing app** which rewards you financially for daily habits. You can spend this on everyday essentials, treats or even donate to good causes



## Development

- **24 'Bruntwood Cares'** volunteering hours per year
- **Learning sponsorship**
- **Interest free learning loans** up to £2000 to pursue your passions
- **Mentoring scheme**
- **Work Shadowing**



## Travel

- **Interest free travel** to work loans
- **Cycle to work** scheme
- **Car park** discounts

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