



# Shape your career

Role profile:

## **Graduate Scheme** *(Marketing, Brand & Events)*

bruntwood

# 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.

**PAY  
ATTEN  
TION TO  
THE DETAILS**



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**NEVER  
SIT ON  
THE SIDE  
LINES**



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**DREAM  
AND  
DELIVER**



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**BE  
CREA  
TIVELY  
COMMERCIAL**



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**BE  
BRILLIANT  
TO WORK  
WITH**



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# About the role

## The role: Graduate (Brand, Marketing & Events)

### Job purpose:

If you're looking for a wide breadth of experience within our marketing functions then our Graduate Scheme is perfect for you. You'll benefit from rotations within both Bruntwood and Bruntwood Scitech. This diversity of experience will equip you with a huge range of skills to enable you to thrive and develop your career. No one day will be the same, you'll get to learn from a variety of experts in their field and build relationships with numerous different people in the business.

You'll get a comprehensive onboarding experience where you'll learn all about our businesses, and from the offset we'll work with you to develop a training plan to support you to learn and grow. You will have opportunities to work on a broad range of exciting projects which will help you to develop your 'power skills' and you'll get a qualification matched to the field you're working in.

### What could your day look like?

You could spend the morning reviewing our communications calendar and planning the social media content that will be shared that day. Once prepared you would liaise with the various marketing managers to ensure the content planned reflects the key messages, Unique Selling Points and credentials across our property and workspace portfolio. Next you could be out and about meeting some of our office based customers with our Customer Experience team and listening to their feedback on how they use their office environment and how we could improve our service. You would also be exposed to the commercial targets that drive the focus of our marketing campaign efforts and be included in brainstorming sessions to think of our next digital lead generation campaign.

### What could you shape your career into?

Marketing Executive, Marketing Manager, Community Engagement Manager, Customer Experience Assistant, Customer Experience Manager, Brand Manager



# About the teams

**Marketing (Bruntwoo):** Bruntwood Group has been creating thriving cities for over forty years and is deeply connected with the cities it operates in. It plays a pivotal role in creating vibrant places and unlocking economic potential. You'll support in creating integrated marketing and communication campaigns which showcase how we deliver our purpose to customers, colleagues and our communities.

**Marketing (Bruntwood SciTech):** Bruntwood SciTech is creating a network of thriving innovation districts across the UK with locations in Manchester, Leeds, Birmingham, Liverpool, Cheshire, and Cambridge, and is the leading property company dedicated to driving the growth of the science and technology sector. You'll support the marketing and communication of this nationally across the UK to businesses in the science and tech sector through integrated, multi-channel approaches and campaigns, such as email marketing, social media, launch events, advertising and more.

**Brand:** You'll work with our Brand team who develop the frameworks needed to deliver a consistently high-quality brand experience across the business. The team set the brand architecture and strategy, developing the brand on an ongoing basis to ensure that it aligns with the group's business strategy, especially with regard to new products and services. In managing the brand, the team ensure everyone within the business has the right tools, guidance and support structures are to bring the brand to life in all areas from our external image to the way we communicate with our customers and communities.

**Customer Experience:** You'll work with our Customer Experience team who champion our tone of voice and proactively identify opportunities for us to improve our customer communications across teams/roles, particularly in our property services division. Our Customer Experience team keep a close ear to the ground for customer feedback and insight and are an advocate for the customer, encouraging the business to balance commercial and customer interests and offering up solutions for 'how' we do this.

**Communities:** You'll work with our community teams understanding how they shape, deliver and lead on a bespoke community programme across our diverse portfolio that fosters a sense of community, purpose and connection for customers and their surroundings. You'll support on this programme of events working closely with our community engagement managers and you'll get the opportunity to run some of our events.

# What we are looking for

- Basic commercial/business acumen - you don't need to know everything, but you'll understand the basics or be keen to learn
- Good at copywriting
- Good planning skills - you manage expectations and timescales, making sure you're able to meet deadlines
- Passion for marketing, brand, advertising and events
- Someone who is brilliant to work with - you're collaborative and keen to understand different perspectives to be able to get to an outcome
- Someone who pays attention to the detail (it matters) - you'll notice the small things and keep a check on these
- Creativity - someone who looks for new ways to innovate and do things differently
- Adaptable and agile - you're able to bring your skills and knowledge to a variety of different workstreams
- You're curious and always on the lookout for ways to develop

# Benefits of working with us



24 hours to volunteer each year



Interest free travel to work loan



6 months full maternity or adoption pay



Social events



Agile working



Interest free learning loans



Private Healthcare & Health Care Cash Plan



Life assurance cover



25 days holiday\*



Birthday leave



Free healthy breakfasts



Sabbaticals



Employer matched pension scheme



Employee shared ownership



Employee assistance program



Buy and sell holiday scheme



Eyecare vouchers