

Role profile:

# Digital 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 offer a view of a city street with brick buildings. A large, cylindrical pendant light hangs above the table. The overall atmosphere is professional and collaborative.

# About Bruntwood SciTech

Bruntwood SciTech is the UK's leading developer of city-wide innovation ecosystems and specialist environments, helping companies - particularly those in the science and technology sectors - to form, scale and grow. It is also the largest dedicated property platform serving the growth of the UK's knowledge economy to become a global science and technology superpower.

A joint venture between Bruntwood, Legal & General and the Greater Manchester Pension Fund (GMPF), Bruntwood SciTech provides high quality office and laboratory space, a range of scientific services, and tailored business support to a community of more than 1100 companies. Its dedicated support offers unrivalled access to finance, talent and markets, and an extensive clinical, academic and public partner network.

Bruntwood SciTech invests for the long term in regional cities across the UK, and specialises in creating innovation ecosystems through its unique experience of working in strategic partnership with city councils, universities and NHS Trusts, driving inclusive, sustainable economic growth through investment in science, technology and innovation 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 growth pipeline.





# Our Locations

Bruntwood SciTech has nine life science and tech campus locations and 31 city centre innovation hubs in Manchester, Cheshire, Birmingham, Leeds, Liverpool, Cambridge and Glasgow.

Our campus locations include Alderley Park in Cheshire; Innovation Birmingham; Birmingham Health Innovation Campus in partnership with the University of Birmingham; Melbourn Science Park in South Cambridgeshire; Liverpool Science Park as a shareholder in Sciointec Liverpool; and a cluster in the heart of Manchester's Oxford Road Corridor innovation district - Manchester Science Park, Citylabs in partnership with Manchester University NHS Foundation Trust (MFT), Circle Square - a joint venture with Vita Group; and the £1.7bn JV partnership with The University of Manchester - ID Manchester.

Our 31 city centre innovation hubs include Met Tower in Glasgow; Bloc, 111 Piccadilly, and Pall Mall in Manchester; Platform and West Village in Leeds; Cornerblock and Cornwall Buildings in Birmingham; and The Plaza in Liverpool.

We also work in partnership with The University of Oxford as the development manager for Begbroke Science Park.





# Shape your World

Everything we do comes down to our five values. In practice, these will mean something unique to every person at Bruntwood and Bruntwood SciTech, 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

## Digital Marketing Manager

Salary: £40-45k

An exciting role as part of a fast moving, growing business to deliver the new company-wide digital marketing strategy.

### Job purpose:

The role will primarily involve delivering the new prospect acquisition digital strategy to drive the growth of quality leads, viewings and resulting revenue, supporting delivery of the core business plan. It will include management of a digital marketing executive and close working alongside the rest of the marketing team and our content team.

### What will you be doing:

- Responsible for the delivery of the inbound digital marketing strategy across PPC, Display, Paid Social.
- Responsible for the management of our digital marketing agency; setting them up for success, ensuring they act as an extension of our team with clear reporting in place that drives insight and improvements.
- Working alongside the Senior Content Manager to deliver the SEO strategy.
- Responsible for the company wide email marketing strategy which includes creation of email nurture journeys via Marketing Cloud. This will involve copywriting and visual design responsibilities to create engaging and effective email content that aligns with brand guidelines and resonates with our target audience.
- Working with regionally focused marketing teams to deliver a strong foundation of 'always on' digital marketing activity.
- Responsible for the measurement of website performance across key journeys to support continued conversion improvements and lead volume/quality. This will also include creation and optimisation of landing pages (CRO).
- Driving digital marketing innovation, testing new approaches and channels to ensure we are at the forefront of being relevant with our customers.
- Responsible for weekly, quarterly and ad-hoc digital marketing reporting to provide wider marketing team and key stakeholders with actionable insight.
- Responsible for ensuring all email marketing activities adhere to GDPR and other relevant legislation.



# Role Profile

## **The role: Digital Marketing Manager**

**Salary: £40-45k**

### **What will you be doing (*ctd*)**

**Part of the role will also include working on our in life marketing activity.**

**This will include:**

- Working closely with the Senior CRM Manager on the production and execution of in-life based email strategies that drive customer value and retention.
- Creation of engaging and effective email content to market to our existing customers.
- Reporting on email nurture journeys to key stakeholders and to drive improvement across activity.

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

- Demonstrable experience in growing inbound demand through digital marketing across PPC, Display, Paid Social, email and SEO
- Confident in website and CRO, ideally within a transactional setting
- Experience of using Google Analytics, PowerBI, Salesforce
- Fully competent on Marketing Cloud or similar (Pardot, dotmailer etc)
- LinkedIn/Meta platform experience to execute paid social campaigns
- Highly organised, with excellent written and verbal communication skills and a love of working with and being around people
- Keen interest in property, tech, innovation and science
- Willingness to travel to understand and get to know the different buildings and campuses within the portfolio across the UK.

# Benefits of working with us

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## 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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