

Role profile:

# Marketing Executive



**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 Executive

Salary: £25,000 - £28,000

### Job purpose:

The Marketing Executive, reporting to the Head of Marketing, will primarily support the marketing and communication of our Alderley Park campus, executing the marketing plan, alongside a wider remit of supporting marketing activity on Manchester Science Park and Citylabs campuses as required. The role will focus on customer acquisition, brand awareness and customer retention.

### Where you'll be working:

Alderley Park is home to the internationally-recognised Mereside life science campus, and offers more than 1m sq ft of high specification lab and office space alongside a range of scientific services and a comprehensive business support programmes for innovative businesses. It is also home to the 150,000 sq ft 'Glasshouse' building which offers high specification, collaborative workspace to tech companies and forward thinking, innovative businesses. As a destination, the Park offers a wide range of amenities including a conference centre, restaurant, pub, gym and outdoor sports pitches, all open to the public.

### What you'll be doing:

*Supporting in the delivery of the marketing plan and strategy which includes:*

- Leading on **social media** management and content production for Alderley Park channels (Instagram, LinkedIn, X)
- Producing **content** (blogs, articles, videos, photography) for the Alderley Park and Bruntwood SciTech website/digital channels
- Support to produce a range of **marketing collateral** to promote Alderley Park such as brochures, presentations CGIs and sales packs
- Supporting on customer acquisition and brand awareness **campaigns**, including but not limited to:
  - Creating automated email campaign journeys
  - Creating full integrated campaigns utilising both online and offline channels
  - Creating associated assets and reporting analytics
- Maintaining Alderley Park's **website**
- Support Alderley Park's **placemaking** strategy - marketing and promoting B2C events and initiatives to customers, residents and the wider community to increase footfall
- Write and issue customer communications (as required)
- Producing a monthly customer events newsletter
- Act as a brand guardian for Alderley Park and Bruntwood SciTech





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### What we're looking for:

- Experience within marketing and communications, ideally across digital and brand but the key areas are **content** and **social**
- Experience of using email marketing programmes such as; Pardot, Dotmailer or MailChimp would be advantageous
- Experience of using Canva or other in-house design programmes
- B2B experience would be great as the role is predominantly B2B, however we're open to B2C experience as well
- Google Analytics would be beneficial but not essential
- Adaptability - someone who is keen to think strategically but also happy to complete administrative tasks as and when necessary
- Keen interest in science, tech and property
- Willingness to travel to our Manchester City Centre HQ twice a month or where necessary

***Ideally you'll be able to drive - there's free parking on site.***

# Benefits of working with us

bruntwood



## 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

- **25 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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