



Shape your career

Role profile:

Marketing Manager

bruntwood

About Bruntwood

Bruntwood is a business led by one purpose: *creating thriving cities*. Our deep connection with the cities we work in sets us apart; and over more than forty years, everything we have achieved has been with this purpose in mind.

We own, let and manage outstanding buildings, workspace, innovation and science facilities. We deliver everything from individual co-working desks and meeting rooms to corporate headquarters, in superb locations across the major cities of the UK.

But for us it's about much more than bricks and mortar. Over 3,000 businesses choose Bruntwood space – from start-ups and SMEs to multinationals – because of the proven advantage we offer. Choosing Bruntwood gives our customers access to a unique network of resources and expertise that enables them to thrive.

Helping people to thrive fuels our passion for supporting arts and culture, our programme of community volunteering, and our ambitious plans for future growth too. Every investment we make is really an investment in our colleagues, our customers and the communities we're all part of, because when our cities thrive, so do we – proof that our purpose makes sound commercial sense too.

Since 1976 this approach has helped us to grow into a company with more than £1bn in assets under ownership across more than 100 landmark properties, a development pipeline of £1.4bn, and a team of more than 750 people working across our group.

bruntwood



About Bruntwood

Bruntwood and its people are passionate about supporting communities, arts and culture in the city regions where it invests. The company donates around 10% of annual profits to local good causes through the Oglesby Charitable Trust and is proud to support the Manchester International Festival and Bluedot.

Today, Bruntwood SciTech owns and manages the largest portfolio of science and technology assets in the UK including prestigious locations like Manchester Science Park in Manchester, Alderley Park in Cheshire and Platform in Leeds.. Bruntwood Works is changing the way people work by creating and curating inspiring environments that help people and business to thrive across Manchester, Leeds, Liverpool and Birmingham.

At Bruntwood, space is just the start of the story. Led by our purpose we create places that are healthier, better connected, more vibrant, sustainable, inclusive and economically empowered. Places people want to live, work and play in.

We create thriving cities.

bruntwood



Shape Your World

We see the world differently...

There are lots of things that a Bruntwood person isn't.

You're no particular height. You're no particular eye colour. Or hairstyle. Or gender. It doesn't matter what you do with your weekend (though you should make the most of it!)

We're not looking for people who sit on the sidelines and say "that'll do". We're not interested in folk that see the glass half empty. Or half full. Our kind of people get rid of the glass entirely and say "keep pouring and let's see where this goes..."

They walk the streets of our great cities every day. They look at worn out places and dream of them thriving, then they go and deliver something incredible. They're thrilled by the idea of work that makes a real difference to people's lives and want to be part of it.

They are part of it. Because it takes a community to make a community. People who love its history and care about shaping its future. People who care about others like they're part of the family; who want to make a difference and improve things for generations to come.

That's our kind of people, and if that resonates with you, maybe we're your kind of people too.

We offer the opportunity to work, of course. To learn and grow, to take your career in new directions and achieve more than you might have imagined possible. We encourage everyone to pursue their passions, and find the balance that brings out the best in everything they do.

So, work at Bruntwood and shape your world..



Dream & deliver



Never sit on the sidelines



Be creatively commercial



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



Be brilliant to work with

bruntwood

Role Profile

The role: Marketing Manager

Bruntwood SciTech is creating a network of thriving innovation districts across the UK. To support the achievement of this ambition in Cambridge and the Golden Triangle, Bruntwood SciTech is looking for a Marketing Manager to create, develop and effectively implement marketing and communications strategies and plans to drive the growth of the UK science and technology sector.

Key Responsibilities:

- Write, produce and ensure the effective delivery of integrated marketing and communications strategies and plans to help raise awareness of the Bruntwood SciTech brand in the science and technology sector and support the achievement of the commercial business plan.
- Create, develop and deliver integrated, multi-channel marketing and communications campaigns to support the achievement sales and lettings plan targets
- Create multi-format content for the website/digital channels and effectively use social media for marketing purposes
- Lead all PR and external comms activity (working with partners and external agencies to identify stories and draft/issue press releases)
- Manage the creation and production of marketing materials across different mediums (including digital).
- Proactively support public and stakeholder consultation events (as required)
- Proactively write, produce and issue customer communications (liaising with other internal departments as required) e.g. newsletters, events programme
- Work effectively with members of the sales team to assist in the creation of lively, engaging materials to support prospecting and lettings
- Work effectively with a range of national and sector suppliers, partners, stakeholders to identify and leverage opportunities
- Set and manage the marketing budget
- Effectively monitor, measure and report against marketing activity to ensure return on investment.
- Act a brand guardian, helping to build the Bruntwood SciTech brand.
- Work effectively with all other marketing and Bruntwood SciTech team members

Key Attributes:

- Degree educated ideally from Marketing or Business-related discipline
- Highly articulate with an excellent command of written English
- Excellent planning and organisation skills
- A thorough approach and attention to detail
- Excellent interpersonal and communication skills
- Flexibility and creativity
- A passion for the science and tech sector would be an advantage
- Willingness to travel

Terms:

- Upto £45k
- Permanent
- 37.5 hours per week, Monday – Friday
- 24 days paid leave per year plus bank holidays, pro-rata
- Extra day's leave on your birthday
- Immediate Life Assurance cover at 4 times salary
- Employer matched pension contributions of up to 8%
- All Employee Share Ownership Plan after qualifying period
- Eligible for Private healthcare
- 2 days paid leave per year to participate in voluntary work under the *Bruntwood Cares* scheme
- Wellbeing incentives

Benefits of working with us



Cares days



Interest free
travel to work
loan



Enhanced
maternity and
paternity pay



Social events



Agile
working



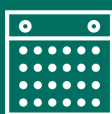
Interest
free
learning
loans



Private
healthcare



Life assurance
cover



25 days
holiday*



Birthday
leave



Free healthy
breakfasts



Sabbaticals



Employer
matched
pension
scheme



Shape Our
Team scheme
(£500)



Employee
shared
ownership



Employee
assistance
program



Buy and sell
holiday scheme



Eyecare
vouchers