



JOB DESCRIPTION

Job Title:	Real Estate Marketing and Communications Manager
Team:	Marketing and Communications
Classification:	Manager / Senior Manager
Reports to:	Head of Marketing & Communications
Classification of Line Manager:	Head of Department
Number of Direct Reports:	0
Location:	Hybrid (Birmingham, West Midlands-based)
Contract type	Full-time or Part-time (3.5 – 5 days a week)

The Opportunity:

The West Midlands Growth Company is the region's destination promotion agency, designed to attract investment, events and tourism into the West Midlands, positioning the region as the best place in the world to live, learn and earn.

The organisation is gearing up for an exciting period ahead, following the launch of the region's Local Growth Plan, which aims to turbocharge the West Midlands' growth trajectory.

Supporting this mission, we're looking for a proactive marketing and communications manager to help us promote the West Midlands' vibrant towns and cities - with a specific focus on real estate audiences in order to drive regeneration across the region.

The role is broad and covers all aspects of place-marketing through compelling content creation, digital channel strategy and event promotion. The role spans multiple teams and departments and provides a great opportunity to devise strategy and execute large scale campaigns.

What you'll do:

1. Strategic Marketing & Communications Planning

Create and implement a full-funnel marketing and communications strategy for real estate audiences with a strong emphasis on the major real estate events in the annual calendar – UKREiiF, MIPIM and LREF. This should include:

- **Audience Segmentation:** Work closely with the Business Development (BD) team to understand key audiences, from institutional investors and developers to advisory.
- **Channel Strategy:** Develop a detailed plan for how and when to use various channels—digital (social media, email, website), PR, and events—to reach specific audiences.
- **KPIs and Reporting:** Set clear, measurable goals (e.g., website traffic growth, social media engagement rates, event attendance, new leads).

2. Regional Narrative & Brand Development

You will be a key voice in shaping the story of the West Midlands as a place for investment and growth.



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- **Core Messaging:** Define and refine the core messages and propositions used to talk about the region's real estate market.
- **Storytelling Opportunities:** Proactively identify opportunities to showcase this narrative, whether through media partnerships, speaking opportunities, or leveraging broader corporate campaigns.
- **Stakeholder Collaboration:** Work with internal teams and external partners to ensure all marketing and communications are consistent and align with the regional brand vision.

3. Content & Campaign Leadership

Responsible for all marketing & communications output related to real estate and regeneration, ensuring compelling B2B storytelling through a range of channels and formats.

- **Content Creation:** Produce a wide range of materials, including blog posts, case studies, social media posts, email newsletters, and thought leadership articles that highlight the West Midlands' opportunities.
- **"Always-on" Promotion:** Work with the BD and digital teams to maintain a constant presence across relevant channels, sharing news, insights, and success stories to keep the West Midlands top of mind for key audiences.
- **Campaign Management:** Plan, execute, and track multi-channel campaigns to support major real-estate events, from concept development, sponsor onboarding, significant announcements, audience acquisition, live digital content programme and post-campaign analysis.
- **Media Relations:** Proactively engage with trade, national and regional media to develop and deliver a compelling set of **announcements, stories and thought leadership pieces.**
- **Media partnership management – Place Midlands** – work with a dedicated journalist from this particular publication to ensure we have a quality West Midlands focused editorial calendar – this will include input into story angles and providing key messaging.

4. Major Events Management

You will be the lead on all content and communications for key industry events, which are crucial for business development. These are MIPIM, UKREiif and LREF.

- **Pre-Event:** Manage all promotional activities, including web copy, targeted email campaigns, and social media promotion to drive sponsor acquisition, attendance and engagement.
- **On-Site Activation:** Lead brand activations and in-event activities, ensuring the company's presence is memorable and effective.
- **Post-Event:** Oversee follow-up communications, lead nurturing, and earned media relations to maximise the return on investment. This includes securing media interviews and managing sponsorship deliverables.



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What you'll bring:

- **Written Communication:** You must have **strong writing skills** with a proven ability to craft clear, engaging B2B content. Experience in the real estate, place marketing, or regeneration sector is highly preferred.
- **Project & Stakeholder Management:** You should have a track record of managing complex projects and navigating a wide range of stakeholders, both internal and external. You are comfortable working independently and as part of a team.
- **Hands-on Execution:** This is not a role for someone who only manages agencies. You must be comfortable with the day-to-day work of content creation, social media management, and event logistics.
- **Digital Proficiency:** You should have a good understanding of digital marketing principles, including social media platforms, email marketing software, and content management systems.
- **Creativity & Adaptability:** You are a forward-thinking individual who isn't afraid to experiment with new formats and channels. You can think strategically but also deliver on the creative details.
- **Passion for Real Estate, Regeneration and Place:** A genuine enthusiasm for the concept of "place" and the importance of regeneration on communities is essential to this role.

What you'll get:

- The opportunity to be part of the West Midlands' official destination promotion organisation – with a range of specialisms, ranging across tourism, inward investment, sporting events and marcomms.
- Hands-on, expert business development, marketing and communication departments to support you and advise you.
- The opportunity to shape large-scale, exciting campaigns with global reach – designed to make a real difference to the West Midlands. Previous campaigns delivered by WMGC have been high-impact and award-winning.
- Flexibility across working days to suit you, a collaborative work culture, a stylish city centre office to work within, and the chance to help shape the next chapter of the West Midlands.

Dimensions

Travel: Potential for occasional travel



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Budget responsibility: TBC on campaign budget

Key relationships:

- Head of Marketing
- Head of Communications
- Capital Investment Lead
- Head of Capital Investment
- Marketing Manager
- Communications Manager
- Project Manager

Key skills and competency requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Professional qualification or relevant degree, or equivalent experience	<ul style="list-style-type: none">• Evidence of continuous professional development
Experience, skills and attributes	<ul style="list-style-type: none">• Strong written and editorial skills with the ability to turn complex insights or sector data into engaging, audience-appropriate content.• Familiarity with social media platforms, especially LinkedIn, and how they're used in business and investment contexts.• The ability to produce compelling communications formats for a B2B audience including long-form articles and thought leadership.• Basic understanding of SEO principles, digital user journeys, and content performance optimisation.• Digital marketing experience, ideally in a B2B, public sector, economic development, or agency setting.• Ability to manage multiple projects and deadlines in a fast-paced, collaborative environment.• Strong attention to detail and a proactive, can-do attitude.	<ul style="list-style-type: none">• Understanding of commercial real estate (preferably investment or development), investment promotion, inward investment, or regional economic development.• Proficiency in using Content Management Systems (CMS) to update and maintain website content.• Basic graphic design or video editing skills using tools like Canva, Adobe Express, or Premiere Rush.• Knowledge of email marketing platforms (e.g., Mailchimp, Zoho Campaigns, or similar).• Experience in creating multi-channel campaigns that span different markets.• Awareness of the economic and sector strengths of the West Midlands region.



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	<ul style="list-style-type: none">• Experience in developing relationships in a multi-stakeholder / partner environment• Ability to work both independently and as part of a cross-functional team.	
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Our people and our offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.



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Prepared by

Rabia Raza

Date: 08/08/2025

Job Title: Head of Communications