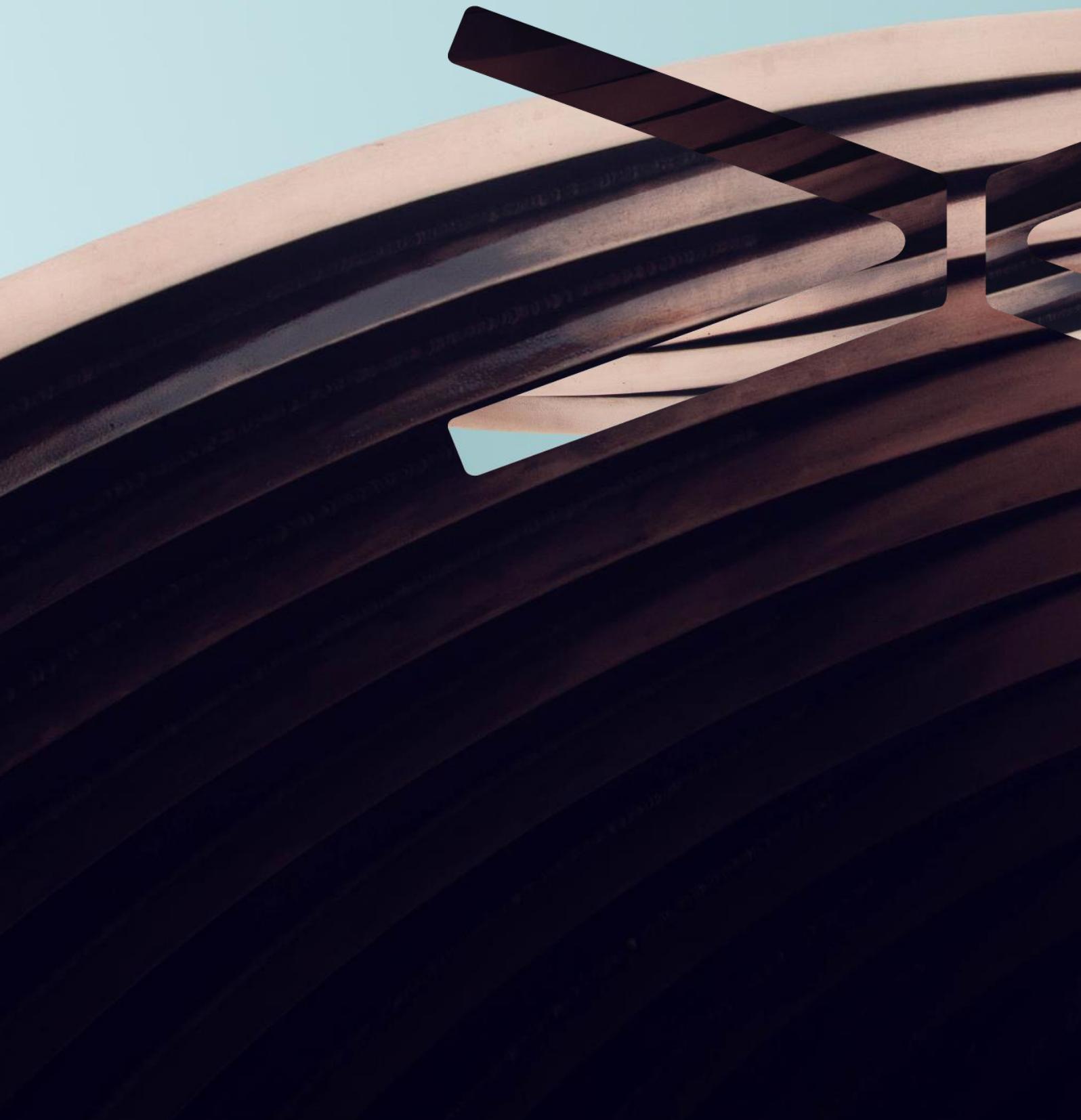


You. Dominus, and your future.

MARKETING DIRECTOR





Marketing Director

Reports to Lee Saywack (Executive Director)

and Jay Ahluwalia (Principal Director)

Based at

12 Dorset Street, Marylebone, London

Scope

We are seeking an experienced Marketing Director to lead and evolve our marketing, brand and communications strategy across Dominus as we continue to grow the business.

The Marketing Director will have end-to-end responsibility for marketing strategy, brand management and delivery at a corporate and asset level. They will lead a growing marketing function, manage agency relationships and ensure Dominus presents a clear, consistent and compelling narrative to all our stakeholders.

The successful candidate will work closely with the Investment, Development and Planning teams to support business objectives, capital raising, and strategic partnerships, while also working with the Marketing Directors of our Dominus Hospitality and Dominus Student teams to build awareness of our operational platforms.

They will have a proven track record in leading marketing teams, developing comprehensive marketing strategies in real estate or adjacent industries, and executing these strategies successfully to support business growth.

Dominus will be investing in Marketing in the years to significantly elevate our presence, including the evolution of our corporate brand and the launch of a new website and are looking for the right candidate to lead the charge.

Key responsibilities

Corporate Marketing

- A new website that is visually impressive, contemporary and reflects our market-leading business.
- Lead all internal and external communications with stakeholders, including team members, local communities, local authorities, partners, and identified personas to help build and enhance our brand reputation.



- Facilitate Dominus' participation in industry conferences, dinners, and awards ceremonies, with the aim of optimising networking opportunities for key team members to establish relationships and effectively represent Dominus
- Have ultimate responsibility for all marketing and creative management, working closely with agencies to ensure value for money and alignment with marketing objectives.
- Ensure our social media channels are managed effectively, with a consistent and engaging online presence.
- Oversee the production of internal and external collateral such as brochures, newsletters, presentations, and leaflets, to ensure brand standards are adhered to.
- Deliver a comprehensive events strategy to enhance business relationships and expand the company's network with partners
- Responsibility for and management of the marketing budget, spend, tracking and supplier liaison.
- Monitor and analyse marketing performance metrics, providing regular reports to the management team.

Leadership of Marketing Function

- Leading the marketing team (currently Senior Communications Manager and Marketing Executive), with a mandate to scale the marketing function as the business grows
- Taking responsibility for the balance of external support and internal resource.
- Professional development and mentoring of the marketing team, ensuring that our marketeers are highly motivated and on growth trajectories in their employment at Dominus
- Creating strong and productive relationships between Marketing and all teams in the business, ensuring information and project updates are shared in advance, enabling up-to-date information and dissemination of interesting stories both internally and externally
- Leveraging Marketing activities to develop our Employer Brand and attractiveness to talent



Asset Marketing

- Own the strategy for all asset-level marketing, including the design, production and installation of all external, internal, and temporary building signage.
- Ensure our approach to signage is best in class and maximises visibility and impact
- Work with the relevant teams to ensure these signage strategies are delivered (for example, working with the Development team on hoardings).
- Undertake media planning and coordination for both online and offline channels for our assets
- Monitor market trends, undertake competitor analysis and customer insights to inform strategy and positioning

Skills and experience

- Bachelor's degree, or equivalent qualification in business or marketing or related field.
- 5+ years' experience within a senior Marketing role, with a proven track record of leading teams, delivering successful campaigns and implementing innovative strategies
- Demonstrable experience and knowledge of the property market, preferably with experience of large scale real estate development marketing.
- Excellent writing, editing, copywriting and proof-reading skills, with the ability to tailor messaging to a range of key audiences
- Organised and methodical, able to multitask and plan and prioritise work accordingly against competing deadlines
- Articulate and thorough, showing attention to detail
- Excellent inter-personal skills building relationships with internal and external stakeholders
- Self-learning, able to learn new tools quickly and work in a fast-evolving environment



- Creative thinker with a proactive and innovative approach
- Able to work both independently and collaboratively within a team
- Energetic, passionate, flexible, and driven with a desire to achieve outstanding results

Values

- Action Orientated –take a hands-on approach to ensure tasks are completed
- Exceptional Focus – working hard to achieve the needs of Dominus quickly and efficiently, someone who truly takes pride in their work and what they do
- Collaborative Approach – working collaboratively with a variety of teams internally to achieve Dominus' wider goals and vision, going above and beyond to deliver results
- Honesty & Responsibility – building trust and respect; understanding the business goals and how key role the Marketing Director plays in Dominus' success

Benefits

Alongside a competitive salary, Dominus also offers the following benefits:

- 26 days of annual leave + an additional 3 days for Christmas shutdown
- Private medical insurance
- Stay for free up to 3 nights per year at any Dominus hotel
- Discounted stays with our corporate hotel partners

Your working environment

At Dominus, we work in an open-plan office that promotes collaboration, interaction and passion. We have a strong set of values, bring them to life in our daily routine. This helps us create the best place to work, collaborate and innovate.

Our office can be found at 12 Dorset Street in Marylebone, centrally located to enjoy some of London's best hotspots, and all the amenities you could ask for just a short walk away.



The next steps

To apply in confidence, please send your CV together with a covering letter to:

Diahann Wicks, diahann.wicks@dominus.co.uk