

Brand Manager
12 Month Maternity Cover
Northampton
Candidate Pack



Tritax Big Box

ABOUT US

As owners of the UK's largest logistics development and investment portfolio, we can provide established and emerging businesses with the space they need to succeed. We are experts in UK logistics real estate, delivering millions of sq ft of high-quality, sustainable industrial and logistics warehouse space each year.

We proactively manage our 100+ assets – from small to big boxes – using our sector specialism and deep market insights to stay ahead of trends and meet our clients' evolving needs. Our approach is personal and hands-on, focused on leaving positive long-term legacies.

We deliver modern, thoughtfully designed buildings for our clients in prime UK locations through our unmatched logistics land and property portfolio. Ideally located for people, power and connectivity, our modern, high-quality logistics buildings are in the UK's most in-demand locations. We have land ready to be released, sites under development or can find you space in our evolving portfolio. So, wherever you are in your journey, we can work together to find the right building to meet your location, specification and timing needs.

OUR PURPOSE

'We Create
Critical Infrastructure to
Accommodate the Future'

Critical Infrastructure... because our buildings are important to keep the UK's businesses operating and growing every day

Accommodate... because not only are our Buildings are literal accommodation for businesses, we are accommodating to our clients within them, helping them grow and run their business more sustainably

The Future... because this is where growth is and where we need to focus on with our clients

OUR VALUES

Our core values are critical to our approach. We are committed to doing the right thing for all our stakeholders and the communities we operate in.

CONVICTION

We make high-conviction decisions founded on proprietary, data-driven insights.

RELATIONSHIP DRIVEN

We take a personal, hands-on approach, getting to know our stakeholders so we can deliver on their ambitions.

RESPONSIBLE

We aim to create long-term value for our clients, investors and the communities where we are based.

Employee Benefits

The Basics

- 29 days leave per annum (4 for Christmas shutdown)
- 6.2% of salary contribution to private pension of choice
- Dog-friendly offices
- Early finish on paydays

Learning & Development

- Full induction plan and you will be assigned a
- “buddy” on joining
- You will have regular one to one’s with your line manager followed by mid and end of year performance reviews.
- Company training– made up of technical seminar and wider training covering topics from mental health and wellbeing to presentation skills!

Colleague Engagement

- Colleague engagement events with the full TBBD Team
- Employee Engagement Survey carried out twice a year

The Role

Purpose of the Role

Lead and execute all site marketing activities, ensuring alignment with Tritax's brand strategy and business objectives. Manage agency partnerships and development team collaborations to ensure best practices, strong campaign performance, and continuous optimisation of marketing efforts. The role is pivotal in ensuring site marketing effectiveness, maximising awareness, and generating interest through integrated campaigns.

Key Responsibilities

Site Marketing Strategy & Execution

- Develop and implement integrated marketing campaigns across the site lifecycle, ensuring key site attributes are effectively communicated.
- Ensure all marketing aligns with Tritax's overall brand strategy and business objectives, maintaining a strong and consistent brand presence.
- Plan and execute groundbreaking and launch events in collaboration with agency partners, ensuring they meet brand standards and deliver a positive guest experience.
- Oversee multi-channel media campaigns, including trade media, paid social, Google search, and agent promotional activities.
- Regularly review and update marketing collateral, ensuring all site webpages are up to date and aligned with branding guidelines.
- Ensure development and construction teams adhere to site presentation guidelines, delivering high-quality branding across Ad Boards, Branded Cabins, Hoarding, and more.

Stakeholder Management & Communication

- Act as a key liaison between development teams, agencies, and senior stakeholders to ensure seamless communication and project alignment.
- Maintain regular engagement with development teams in Northampton and Manchester, staying updated on-site progress and marketing needs.
- Attend monthly agent letting meetings to monitor agent marketing activities and share campaign progress and insights.
- Present updates during Quarterly Project Reviews (QPRs) to inform the board and development teams on-site marketing progress.

Agency & Partner Collaboration

- Manage relationships with agency partners, ensuring projects are delivered on time, within scope, and at a high standard.
- Provide clear and accurate project briefings, pushing for continuous improvements in campaign execution.

Digital & Social Media Integration

- Work with the Digital Marketing Team to plan and deliver regular site marketing content for social media, particularly LinkedIn.
- Leverage digital tools and AI technologies to enhance brand visibility and marketing efficiency.

The Role

Key Skills & Attributes

Marketing & Branding Expertise

- Strong understanding of core marketing frameworks: Marketing Funnel, Brand vs. Product campaigns, positioning, and messaging.
- Experience in planning and executing activations, events and launches.
- Knowledge of LinkedIn content strategy and engagement best practices.

Technical Proficiency

- Proficient in Microsoft Office 365, Google Suite.
- Competent with website CMS platforms such as Umbraco and WordPress.
- Knowledge of HubSpot is preferable, particularly email campaigns
- Experience with AI tools such as ChatGPT or similar is beneficial.

Organisation & Decision-Making

- Ability to manage multiple projects, meeting deadlines while maintaining project momentum.
- Strong decision-making and problem-solving skills, taking initiative to drive projects forward.
- Demonstrates strategic thinking with the ability to make recommendations based on data and market insights.

Budget Management

- Experience in managing marketing budgets across collateral, media, and events.
- Ability to identify cost-saving opportunities while maintaining quality and effectiveness.

Resourcefulness & Continuous Improvement

- Always looking for ways to improve efficiencies and effectiveness in marketing execution.
- Strong ability to optimise processes for quicker delivery and better outcomes.
- Proactively seeks innovative solutions to enhance Tritax's brand presence in the market.

Communication & Influencing

- Thrives in a fast-paced environment, able to manage multiple projects and deadlines simultaneously while maintaining high attention to detail and ensuring momentum is sustained across all campaigns and stakeholders.
- Presents ideas and decisions with confidence, backed by strategic rationale and clear benefits to the business.
- Anticipates concerns, communicates challenges early, and proposes solutions to keep projects on track and stakeholders aligned.
- Builds strong, trusted relationships across development, digital, agency, and leadership teams to drive alignment and shared goals.

Your Application

If you would like to apply for this role, please email your CV and a cover letter to Michelle Steele, Operations and HR Manager.

Michelle.steele@tritaxbigboxdev.co.uk

The closing date for applications is 25th April 2025

Contact Us

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