



## Head of Marketing Mallorca & Ibiza

Full Time /Flexible Working

### **Company Background**

Charles Marlow was founded on a belief that if you give everyone an intentionally unforgettable experience, whether they own a top home or ask for directions to a local cafe or beach, we will grow and make a positive impact on the communities we belong to.

Every house has a story to tell, and we have made it our business to tell them. These stories are what connect us to each other and the places that we love to live. In doing this we play our role in shaping these beautiful locations so they can be enjoyed for many years to come.

Our team is encouraged to live a life they love, as it is from this place the best clients will be magnetised to our services.

We are a family run business of 11 individuals spread across Ibiza, Mallorca & the UK, united by our vision to become the most trusted and talked about luxury property agency in the Balearics'. We sell homes, we help people buy homes, and we rent homes to allow people to sample the island lifestyle.

We are embarking on the next chapter of our vision, and we are looking for an enthusiastic individual who is passionate about delivering incredible experiences for our customers. This is an amazing opportunity for someone who has experience working in the luxury sector, and is looking for a new challenge to get stuck into with a fun & inspiring team.

### **Overview of the Role**

You have overall responsibility for developing and overseeing the execution of our marketing strategy, to ensure we are positioned as the most trusted and talked about property agency in the Balearics'. This includes the management of the core marketing team and ensuring that regular reporting against objectives is fed back to the founders and wider team.





## Responsibilities

### Team Management

- Ensuring we have the right people in the right roles, so we have an effective, efficient high-performance team.
- Weekly/monthly reviews & check-ins with core team members.
- Carrying out half year and full year appraisals, giving feedback, and setting development plans for individuals in your team.
- Leading on recruitment for any new team members that may be needed.

### Strategy

- Working with co-founders to create a mid-long term vision of where we want to be in 3 or 4 years.
- Setting the annual marketing plan, setting team objectives as well as individual objectives.
- Reporting to the wider team on performance against annual objectives.
- Responsible for reporting on the annual marketing budget and any variances. Maximising the impact of our marketing spend.
- Researching and reviewing our market and competition and presenting insights & opportunities.
- Creating a detailed action plan as to how the annual plan will be executed and then distributing amongst the team.
- Establish Corporate Social Responsibility actions in order to improve our brand image among the communities where we work.

### Content

- Oversee a comprehensive production plan, making best use of the in-house production team





- Creation of a content plan, alongside Marketing Coordinator and Social Media & Community manager, identifying the best social channels to use and setting our strategy for each.

## Digital

- Create a digital marketing plan, and manage the team to ensure this is carried out.

## Brand

- Lead on Customer Touch Points - websites, rental hampers, brochures, cars, dress code - ensuring that everything is considered, on brand & consistent.
- Boost brand awareness both locally and internationally.
- Presence in events representing the brand and building connections with collaborators & potential customers.

## PR

- Working closely with our external PR team to ensure we are front of mind for any opportunities that arise & actively suggesting angles which they can pitch to journalists

## Website

- Ultimate responsibility for the look, feel, tone of the website, as well as all other touch points.





### Specific projects on the horizon:

- Oversee a rebrand/repositioning from Real Estate Agents to a more lifestyle focused luxury property agency. To include relook at name, logo, branding, website, services offered etc. Likely to work with a specialist/consultant who will be dedicated to executing this project.
- CM Exclusive Listing Sales & Marketing plan - with support from the sales team creating the unique blueprint for how Charles Marlow sell and market a home
- Redesign of website & social media to make it easy to add a new location as and when wanted.
- Deia Artists' Gallery - this is our latest giving back initiative. Role to include how we can continue to promote this amongst the local community and beyond.

### You are:

- Experienced working in the luxury sector
- Experienced with CRMs and building out customer journeys
- Experienced in the process of setting annual marketing plans, and managing a larger team to oversee the execution of it
- Creative & able to oversee a successful rebranding/repositioning

### Bonus if you are:

- Familiar with the Balearic Islands
- Experienced in the luxury property industry

