

Commercial Marketing Executive – Land + Property, Environment + Consulting, H+H

Reporting to: Marketing Director, H+H, proposed

Location: Carlisle head office. Primarily office-based, with flexibility by agreement.

Overall job purpose

The dedicated day-to-day marketing partner for H+H's Land + Property, Environment and Consulting areas. Translate professional expertise into relevant customer requirements and clear briefs that build reputation, generate enquiries and support instructions. Connect services around the needs of landowners, farmers, property clients and rural businesses, helping customers access the wider advice available through One H+H.

Primary accountabilities

Commercial understanding and portfolio planning

- Maintain regular planning discussions with agents, surveyors, valuers, environmental specialists and consultants to understand growth priorities and available delivery capacity.
- Maintain the portfolio calendar covering property instructions, advisory campaigns, rural events, specialist launches and confirmed environmental scheme deadlines.
- Gather customer questions and feedback around asset decisions, development, farm business planning and environmental opportunities; identify gaps in existing communications.
- Use relevant H+H personas and commercial insight to define audiences by customer need, asset type, location and stage of decision-making.

Propositions and expertise marketing

- Prepare customer-focused briefs for approved propositions such as Rural Asset Valuations, Land Development & Value Strategy, Environmental Schemes & Funding and Natural Capital & Environmental Strategy.
- Clarify the customer problem, service scope, benefit, evidence and next step with responsible specialists; keep farm business advice distinct from land agency advice where both are offered.
- Gather technical input for explainers, thought leadership and commentary on rural land, property and environmental change; arrange specialist checks before publication.
- Identify case studies showing customer outcomes across agency, valuation, consulting and environmental services, with evidence and permissions.
- Coordinate marketing requirements for new property instructions, including approved particulars, image requirements, target audiences and enquiry routes.

Demand generation and adviser support

- Brief targeted campaigns, seminars, client briefings and professional network activity to generate demand for priority services.
- Work with the functional managers on service pages, landing pages, email nurture and adviser materials suited to considered, relationship-led decisions.
- Gather requirements for credentials, pitch presentations and service summaries that help advisers explain H+H's relevant expertise.
- Identify connected client journeys, such as valuation leading to agency, development advice or environmental planning, and agree appropriate introduction routes.
- Coordinate portfolio involvement in shows and specialist events, identifying experts, topics, target clients and commercial follow-up owners.

Enquiries, coordination and performance

- Agree with professional teams how campaign enquiries are classified, directed and followed up; check that a named adviser owns each opportunity.
- Maintain briefs, factual approvals, delivery status and priorities; escalate resource conflicts through the agreed marketing process.
- Compile monthly enquiry, consultation, instruction and referral results with commercial colleagues, distinguishing early interest from qualified opportunities.
- Review campaigns against pipeline and instructions over appropriate decision periods, using available fee and client data to understand commercial value.
- Ensure briefs and communications present connected H+H expertise consistently under One H+H and Rural Matters.
- Handle customer data, permissions and marketing activity in line with H+H's GDPR, data protection, consent and compliance requirements, escalating specialist or regulated matters where appropriate.

Cross selling and marketing collaboration

- Work closely with both functional Marketing Managers, the Content Creator / Designer and the other Commercial Marketing Executives to connect customer insight, expert content and campaigns across portfolios.
- Identify cross-selling opportunities around client needs, linking land, property, environmental and consulting services with relevant expertise across H+H and agreeing introduction and follow-up arrangements.

Social media content and campaign planning

- Manage the relevant social media channels and forward content plan for Land + Property, Environment and Consulting, ensuring content remains current and aligned with H+H's agreed channel strategy.
- Work with professional colleagues and the functional Marketing Managers to plan relevant content including property instructions, adviser insight, customer case studies, environmental opportunities, thought leadership and specialist events.
- Coordinate expert input and required assets, schedule and publish agreed content, monitor responses and use performance to improve future activity.
- Schedule and publish agreed content within assigned permissions, obtaining factual and required specialist approvals. Monitor responses, route enquiries and use results to improve plans.

Travel requirements

Travel to all 13 H+H locations across northern England and southern Scotland is expected, including attendance at some agricultural shows.

Working relationships

Work with agents, surveyors, valuers, consultants, environmental specialists, local offices, functional managers and other commercial executives.

Responsibility and authority

Own commercial liaison, portfolio coordination and briefing. Advisers retain responsibility for technical advice, service eligibility and client recommendations; functional managers own production and channels. No direct reports or independent strategic budget authority are proposed.

Person specification

Essential

- Experience coordinating marketing activity, writing useful briefs and working with customer-facing colleagues.
- Ability to organise a portfolio calendar, gather accurate information and manage several deadlines.
- Confidence using customer insight, campaign results and CRM records to identify opportunities.
- Clear written communication and the ability to build relationships while questioning requests constructively.
- Ability to understand professional services and translate technical information into clear customer benefits.
- Interest in rural land, property, environmental opportunities and business advice; confidence working with expert advisers.

Desirable

- Experience in property, professional services, environmental or rural business marketing.
- Experience coordinating thought leadership, seminars, case studies or longer lead-nurture journeys.

Measures of success

- Quality and timeliness of portfolio briefs, property information and technical approvals.
- Qualified enquiries, adviser appointments and subsequent instructions from priority audiences.
- Evidence of campaigns supporting advisory pipeline and useful cross-service referrals.
- Relevant expert content and consistent follow-up across the three areas.
- Targets will be agreed with the Marketing Director and relevant commercial colleagues.