

Marketing Communications Manager

Founded in 2007, Fine Grain Property is an Irish-owned commercial real estate investor and operator. Since 2016, Fine Grain has invested over €220 million in its growing Irish business park portfolio, and now operates close to one million square feet of commercial real estate across Ireland hosting more than 60 global multinational and domestic businesses.

Our mission is to build success for our clients in great workplace communities across Ireland, and the holder of this role will manage and co-ordinate Fine Grain Property's marketing and business development communications to promote the company's real estate offering to stakeholders.

Position Summary

The Marketing Communications Manager is responsible for the execution of Fine Grain Property's marketing plan, distributing the key messages of the company and product offering to our stakeholders and prospective audiences through the various communications channels.

To be successful in this role, you must be a creative, ambitious and self-driven individual with a passion for marketing and have the experience of delivering effective campaigns that drive qualified leads to sales.

As the company embarks on the next phase of growth, with a plan to double assets under management in the next two years and become Ireland's leading provider of workplace communities across Ireland, the marketing communications function will play a key role in establishing the company's position in the market as well as drive lead generation activity. Fine Grain's great workplace communities are built on three key pillars:

- Fine Grain Facilities: standards driven facilities management through the delivery of consistent, high quality branded spaces and high tempo service
- Fine Grain Friends: facilitating property and digital workplace experiences that create a sense of belonging for clients and their employees
- Fine Grain Futures: establishing and implementing environmental, social and governance standards to deliver sustainable growth

Reporting to the Business Development Director, the Marketing Communications Manager will manage and co-ordinate internal, and outsourced, marketing and business development communications initiatives and other projects on time and on budget.

Responsibilities include:

- Execute an integrated workplace community marketing and communication campaign to include website, media, email, events, collateral, advertising, and social media.
- Engage management and suppliers to ensure they are aligned with proposed campaigns.
- Plan for and manage a series of company hosted events – online, offline and hybrid.
- Facilitate the production of marketing collateral.
- Manage/monitor implementation of the content calendar ensuring communications with our stakeholders are delivered in a timely manner.

- Day-to-day management of the website ensuring a high quality content and technical experience.
- Management of Fine Grain's social media presence ensuring optimisation of message impact and reach to target audience.
- Establish a regular reporting protocol to demonstrate the ROI on Fine Grain's marketing and communications, generating new leads and building brand awareness
- Maintain an up-to-date understanding of the company, its offering, and its client base.
- Develop and maintain strong working relationships with external vendors and suppliers.

The role will primarily be based in the office in Dublin.

Remuneration

Remuneration will be commensurate with similar marketing communications roles to include a combination of salary and annual performance-related bonus.

Fine Grain also offers a range of progressive employee policies and benefits, including pension contribution, holidays, and flexible working arrangements.

Person Specification

- Ideally a business or marketing professional, with more than 5 years' experience.
- Experience of delivering integrated campaigns across the marketing spectrum.
- Excellent communication skills, with the ability to work independently to produce fact-based content.
- Event management experience is essential.
- Experienced in using CRM and marketing platforms such as HubSpot.
- Excellent organisation and interpersonal skills, and experience working across teams.
- Able to work in a fast-paced team environment, juggle multiple projects at once with excellent attention to detail.

Personal Attributes

- Reliable - sets high standards and focused on delivering results. Able to take initiative and make decisions. Open and straightforward with a high level of integrity.
- Effective - personally organised, with a high level of attention to detail. Able to understand situations and problems, identify cause and effect relationships and develop effective strategies
- Collaborative - motivated and hardworking, with a desire to be part of a high tempo, high quality work environment as part of an energetic and motivated team
- A hands-on proactive, and dynamic manager, willing to roll sleeves up to get the job done. Self-confident and resilient with an open mind to change.
- Works effectively in a collaborative team environment
- Strong communication skills, experienced in dealing with people of diverse skills, seniority, and cultural background

FINE GRAIN PROPERTY ORGANISATION CHART

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