



WOMEN IN PROPERTY STRATEGIC MARKETING & COMMUNICATIONS ROLE

About Women in Property

Women in Property is a vibrant membership organisation for women working in the property and construction industry. Our aspiration as an organisation is to recognise excellence, encourage up and coming talent and nurture the role models of tomorrow. We actively seek an industry that is balanced, diverse and inclusive. Our values are founded on fairness, inclusion and social responsibility. The membership is bound by a collective aspiration to grow awareness around equality and gender parity across the property and construction industry.

Key headlines

- Formed in 1987
- Over 1,600 members, at all stages in their career and from all disciplines
- Fourteen branches and Event Hubs across the UK from Devon & Cornwall, to the Midlands, Yorkshire & North East to Northern Scotland and Northern Ireland
- Driven by member volunteers
- Focus on Mentoring, Outreach, CPD, professional networking and industry influence
- Over 500+ events each year

We firmly believe that Women in Property is as relevant today as it was when it first launched, in 1987. The industry has taken some great strides forward and we celebrate the people and organisations who are working hard to bring about lasting change...but there is a way to go.

Women in this industry remain underrepresented and there is still a requirement for the metaphorical 'safe space'. The positive action that Women in Property propagates is very different to discrimination. Nevertheless, we look forward to the day when we, and organisations like ours, are redundant because they are simply no longer needed.

This doesn't mean that we will not change. Far from it. We recognise the need to sustain the organisation and ensure its relevance for the future.

In our Business Plan we have identified three pillars based around our brand value words Aspire, Succeed and Inspire which are integrated into everything we do. And we continue our commitment to three focus areas namely Outreach, Mentoring and Recognition, which form the basis of our ongoing activity.

Ultimately, all of this is about our members. We know that the majority joined Women in Property for the business networking and personal and professional development. These are a given. What has come as a welcome bonus for so many is the camaraderie, friendships and the sense of being part of a wider team. Like the organisation, these relationships are strong and enduring.

WiP Facts

- 539 events organised over last 12 months
- Approximately 14,000 event attendees
- 2,250 CPD hours issued
- 200 committee members across UK
- Eight Limited Board Directors (six Exec and two Non-Exec)
- 45,800+ followers on Linked In
- 142 students nominated for 2025 National Student Awards
- 62 Universities participating
- National committees for Outreach and Inclusion
- WiP People-Innovation-Place Summit #PIPbyWiP held every 18 months

About the job

The role

The role provides strategic leadership for marketing and communications. The successful candidate will drive the direction of all activity, ensuring delivery is effective, collaborative and reflective of Women in Property's core values, purpose, vision and ambitions.

This is both a strategic leadership and operational delivery role.

KEY RESPONSIBILITIES

Strategy & leadership

- Create, develop and deliver the organisational marketing and communications strategies which will align with Women in Property's Business Plan;
- Work with the National Women in Property Team, Branches and Hubs to advise on brand positioning and profile raising across all our sectors (retail, residential, hotel, office, industrial, education)
- Shape how Women in Property is presented externally (being known as a thought leader, lobbying and informing Government Policy, recommending and managing award submissions, speaking opportunities (panel debates/round tables), case studies, website updates)

Brand & communications

- Owning and being the custodian of the Women in Property brand and internal/external reputation;
- Being a wordsmith and writing PR and Copy content for blogs/comment pieces, press releases, newsletter items, website updates
- Oversee internal and external communications including leading and project managing campaigns
- Ensure core values, purpose, vision and ambitions are embedded in all messaging.
- Support National Chair speech writing.

Team leadership

- Work collaboratively with and lead other team members: Partnerships Lead, Social Media specialist(s) and Junior Brand/Content Creator.
- Set clear priorities, standards and expectations.
- Build a collaborative, high-performing function.
- Work with external suppliers to provide bespoke brand visuals where required; visualisers, graphic designers, videographers, photographers, event management companies, web developers, other media agencies.

ABOUT YOU

We're looking for someone who:

- Has senior marketing, communications, PR or industry media experience and strong track record in property / construction industry
- CIM, CIPR or other professional qualifications in Marketing / Communications
- Has proven experience working and managing expectations of Exec Directors, Senior Leaders and diverse teams
- High quality 'on the tools' skills in market intelligence gathering and data interpretation for 'insights' and to enable decision making, copy writing / editing / proof reading / crafting brief / managing return on investment
- Has authenticity and integrity running right through them
- Has a genuine desire to support women in achieving their full potential within the property and construction industry.

What we offer

We understand that loving where you work is vital. We work hard to create a culture that is supportive, inclusive and fun. We celebrate our differences and ensure everyone has a voice and is respected, valued, and heard.

The role would suit freelance consultant 16+ hours (2 days) per week. Flexibility required.

Fee would be negotiated and dependant on experience.

No physical office base – remote/virtual working but may be required to travel to support WiP Board meetings and team members.

Mileage billed at 55p per mile.