



ROLE PROFILE

Job Title: Manager, Marketing & Communications, Poland & Czech Republic Location: Warsaw, Poland

Reports to: Associate Director, Marketing & Communications, Poland & Czech Republic Division/Dept: Property - Continental Europe/ Poland & Czech Republic

Summary of the Role's Main Purpose

To manage and deliver marketing programmes in support of the Group's strategic priorities. Reporting to the Associate Director of Marcoms, and working with other Marcoms colleagues, operations teams and external agencies to reduce vacancies, implement Responsible SEGRO program, improve community engagement and drive new business, through the production of marketing campaigns and materials.

Principle Accountabilities

- Delivery of projects across all work streams, including property marketing, community marketing and bid marketing
- Implementation of major property marketing activities across markets - to include brand building, digital first campaigns, event strategy and management, collateral production, and product promotion
- Management of lead generation, data capture and reporting
- Management of external and internal communication
- Work in partnership with agencies, suppliers and internal stakeholders to deliver activity on time and on budget
- Help ensure the integrity of the SEGRO brand in all property-related and community marketing material across all mediums
- Ensure all content relating to the Business Unit on SEGRO.com is accurate and current
- Proactively cascade BU and Group information on social media channels, in conjunction with the Group's Digital Marketing Manager

Core Areas of Knowledge, Skills & Experience

Essential

- Three years marketing experience
- Proficiency in English
- Strong organizational skills and ability to multitask and work on multiple projects concurrently
- Strong Microsoft Office skills
- The ability to work with internal teams and manage external suppliers
- Event management experience
- Good communication skills and the ability to work as part of a team
- Good writing and proof-reading skills
- The ability to work under tight deadlines, paying close attention to detail



- A creative approach to new campaigns
 - Good negotiating and interpersonal skills
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Desirable

- Experience in design-related software (InDesign, photoshop)
 - Experience in working in the property sector
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Special Job Requirements

- A full current driving licence
 - Ability to attend industry events outside of normal working hours
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Date of completion: March 2026

At SEGRO we want all of our people to be able to reach their full potential and thrive and we are committed to creating an inclusive environment for all employees, where everyone can be themselves, have access to fulfilling careers and opportunities, and feel supported.