

Katie Yates

Associate Director, Marketing and Communications Catesby Estates, Houlton Rugby

What do you do?

I'm responsible for corporate marketing and communications at Catesby Estates, which focuses on positioning, awareness and differentiating Catesby from others in the sector, whilst also maintaining brand integrity across all external and internal communications.

The role also requires working closely with the land and planning teams to contribute to a successful pipeline of site acquisitions, granted planning consents and onwards sales to ensure the continued success of the Catesby business.

Pre-application stakeholder and community engagement and consultation is a key part of the job. This includes organising and attending meetings/presentations, exhibitions and online discussions so that local communities have the opportunity to comment and provide input on our proposals. This helps ensure that potential impacts are minimised, and community benefits are maximised.

Effective stakeholder and community engagement results in sensitively designed, sustainable developments that provide well thought out community benefits. By addressing issues raised early in the process, applications are more likely to achieve a positive outcome at the Local Authority planning committee.

How did you get into it?

I've taken quite a circuitous route to get here!

I have a science background and started my career working in infection control research at Astra Zeneca. Followed by a period working at the Forensic Science Service specialising in DNA analysis. After 5 years, I decided I needed a career change and after researching different opportunities, I decided to move into marketing and went to night school to get my professional qualifications.

My first job in marketing was for a company that sold power tools and other supplies to the construction industry. This sparked an interest in the development sector, and I moved to a marketing role within the LCP Group, a large commercial property development and management company. During my time there we started doing lots of permitted development work, converting offices and areas above shops into residential dwellings.

I realised my interests had moved more to residential-led development and when the job opportunity came up at Catesby, I jumped at it.

I will have been at Catesby Estates, which is part of Urban&Civic, 5 years in September. I joined as a Marketing Manager and the learning and development opportunities within the company have enabled me to advance up the career ladder to Associate Director.

What do you love about your job?

I love working in residential development.

I'm from a generation where the expectation was that you would own your own home, but it's far more difficult now, and the effects of the housing crisis in the UK is a real issue for so many people.

It's great to be part of the process of helping to deliver well thought out new residential development in sustainable locations, with access to public open space and other community facilities.

The Catesby planning applications include policy compliant affordable housing, so it really feels like we're providing opportunities for first time buyers and people struggling to find a home, as well as helping to deliver homes for people with expanding families or downsizing.

Catesby/Urban&Civic is also a great company to work for. Catesby is a small team, within the wider Urban&Civic business, and everyone pitches in. It's very much about teamwork and supporting each other. The learning and development opportunities provided also mean there are real opportunities to advance your career.

Top tips for anyone considering a career in the industry

Don't be afraid. Show enthusiasm to get involved. Approach people and ask lots of questions, you're likely to find someone who can help or point you in the right direction.

The construction industry has become a lot more inclusive over the last few years and there are more opportunities for women to climb the career ladder.

Construction has a broad range of roles and your skill set is likely to fit somewhere. It's important to do your homework on the sector as a whole to see what the best fit would be for you.



International
Women's Day



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