

## JOB DESCRIPTION

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|-------------------|-------------------------------------|
| <b>Job Title</b>  | <b>Marketing Officer</b>            |
| <b>Department</b> | <b>Marketing and Communications</b> |
| <b>Grade</b>      | <b>5</b>                            |
| <b>Salary</b>     | <b>£25,000 - £30,000</b>            |
| <b>Reports to</b> | <b>Senior Marketing Officer</b>     |

### **The Company:**

Propertymark is the go-to organisation for property transactions and our focus is on helping people buy, sell and rent their treasured homes. We help to protect and guide consumers in property transactions and all agencies displaying the Propertymark Protected logo meet higher standards than the law demands.

Propertymark is a membership organisation comprising a number of divisions and a sector leading professional awarding body, Propertymark Qualifications. Members have to adhere to strict eligibility criteria and a code of practice and in turn we provide resources, training, events and professional services to support the thousands of estate, letting and auctioneering agencies that are in membership.

We use content led marketing and SEO to attract members of the public involved in property transactions and signpost them to our members. We operate a process of continuous improvement in reaching target audiences and are in the process of creating a new website.

### **Job Purpose:**

We are a content led marketing team and we are looking for someone to create, repurpose and distribute written and designed content across on and offline channels. Reporting to the Marketing and Communications Senior Marketing Officer, you will have responsibility for improving reach and quality engagement with audiences through websites, social spaces and email marketing.

### **Main Duties and Responsibilities:**

Delivering marketing work according to an agreed strategy. B2C marketing to promote the Propertymark offer to target audiences and B2B marketing of membership which supports professional development of estate and letting agents, auctioneers, commercial agents and inventory professionals.

- Content and search engine marketing: creating a rich mix of engaging online content to fulfill strategy objectives for Propertymark and Propertymark Qualifications
- Developing new audiences across online B2B and B2C spaces to extend the reach of key messages
- Writing quality, relevant articles for target audiences
- Creating content using film and graphic tools and resources
- Photography and experience of using Adobe Pro
- Planning and creating content for bulk email communications, testing, sharing, using

- reporting to improve performance
- Creation of newsletters using Dotdigital email marketing system
- Creating effective social communications, social listening and monitoring accounts on social channels using Hootsuite
- Extracting and condensing information as appropriate to write news articles
- Understanding and distilling material about key issues including property and education legislative topics, translating into effective marketing emails and articles
- Repurposing content created by commercial and not-for-profit partners and government agencies to make content relevant to our target audiences
- Liaison with team members, agencies, partners and a broad range of contributors
- Tracking ROI of campaign to implement continuous improvement
- Understanding of, and adherence to, General Data Protection Regulations in the delivery of marketing activity, storage and retention of data and transparency of marketing processes
- Managing contacts and segmenting audiences to deliver triggered campaigns
- Proofreading
- Experience of design packages is desirable

## **Job Requirement / Skills**

The role of Marketing Officer will require exceptional organisational skills, initiative and experience in generating a high volume of quality material. Your role will vary and require the ability to multi task and work well under pressure. You should demonstrate strong verbal communication skills and be self-motivated with team working skills. Attention to detail is essential.

## **Key experience essential for the role:**

- Demonstrable practical experience of generating regular relevant, quality content through different marketing channels
- Flexibility in responding to emerging events and reprioritising accordingly
- Maximising emerging marketing opportunities
- Use of CMS systems
- Creating and distributing bulk mail
- Building audiences, identifying and reaching hard to reach audiences
- Repurposing content for different B2B and B2C audience segments
- Dealing with a range of stakeholders
- Scheduling social media messaging using Hootsuite or similar
- Use of Adobe Pro tools