

## JOB DESCRIPTION

<b>Job Title</b>	Marketing and Communications Officer
<b>Department</b>	Marketing and Communications
<b>Salary Range</b>	£34,000 - £36,000 depending on experience, plus competitive benefits
<b>Reports to</b>	Marketing and Communications Manager
<b>Send CV:</b>	To apply, send your CV and one-page cover letter to <a href="mailto:jobs@propertymark.co.uk">jobs@propertymark.co.uk</a>

## COMPANY VALUES

- We act with integrity
- We are member-focused
- We are industry-leading
- We are ambitious
- We champion education

### The Company:

Propertymark is the leading professional body for property agents, Propertymark is the leading professional body for estate and letting agents, commercial agents, auctioneers, valuers, and inventory providers comprising over 19,000 members. We are a member-led organisation with a Board comprising practising agents. We work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry-leading training programme and mandatory Continuing Professional Development.

We help to protect and guide consumers through property transactions by setting and upholding standards that go beyond legal requirements. All agencies displaying the Propertymark Certified and Accredited logo meet higher professional standards than the law demands, making it easier than ever for consumers to identify qualified, regulated professionals.

Our members must meet strict eligibility criteria and adhere to a code of practice. We provide a wide range of resources, training, events and professional services to support the thousands of sales, letting and auctioneering agents who are members.

## JOB PURPOSE

Propertymark uses content-led marketing and SEO to engage members of the public involved in property transactions and to signpost them to our members. We operate a culture of continuous improvement, using insight and performance data to reach and serve our target audiences.

As part of our content-led marketing team, this role is responsible for creating, repurposing, and distributing high-quality written and designed content across all channels. Reporting to the Marketing and Communications Manager, you will play a key role in improving reach and meaningful engagement across our website, social media platforms, and email marketing activity.

## Main duties and responsibilities:

- Delivery marketing activity in line with agreed strategies, including
  - B2C marketing to promote the Propertymark offer to target audiences
  - B2B marketing to support membership and the professional development of estate and letting agents, auctioneers, commercial agents, and inventory professionals.
- Research, write, and publish high-quality, relevant content tailored to defined target audiences.
- Extract, interpret and condense information to produce clear and engaging news articles.
- Understand and distil complex material, including property and education legislation, translating it into effective marketing emails and articles.
- Repurpose content from commercial partners, not-for-profit organisations, and government agencies to ensure relevance for Propertymark audiences.
- Plan, create, test and distribute bulk email communications, using reporting and insights to improve performance.
- Create and manage email campaigns and newsletters using Dotdigital.
- Deliver content and search engine marketing, creating a rich mix of engaging online content to support Propertymark and Propertymark Learning objectives.
- Develop and grow new audiences across online B2B and B2C channels to extend the reach of key messages.
- Create content using film, graphic design, and digital tools and resources.
- Produce effective social media communications, including social listening and account monitoring, using Hootsuite.
- Work collaboratively with internal teams, external agencies, partners, and contributors.
- Track campaign performance and ROI to support continuous improvement.
- Ensure compliance with General Data Protection Regulations (GDPR) in all marketing activities.
- Manage contacts and audience segmentation to deliver targeted and triggered campaigns.
- Proofread content to maintain high editorial and brand standards.

## JOB REQUIREMENT/SKILLS

The Marketing and Communications Officer role requires a minimum of three years' experience in a marketing communications environment, alongside exceptional organisational skills, initiative, and the ability to generate a high volume of high-quality content. The role is varied and fast-paced, and requires the ability to multitask, manage competing priorities, and work effectively under pressure.

You will demonstrate strong written and verbal communication skills, be highly self-motivated, and work well both independently and as part of a team. Excellent attention to detail is essential.

## EDUCATION / EXPERIENCE

### Essential criteria:

- A minimum of three years' experience in a marketing communications role.
- Strong written and verbal communication skills, with excellent attention to detail.
- Proven ability to distil and repurpose complex information into clear, engaging marketing messages for different B2B and B2C audience segments.
- Demonstrable experience of producing regular, relevant, high-quality content across multiple marketing channels.
- Experience planning, creating, and distributing bulk email communications.
- Proficiency in Dotdigital, including managing audience lists, building campaigns, and using reporting tools.
- Experience scheduling and managing social media content using Hootsuite or similar tools.

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- Strong organisational skills, initiative, and the ability to manage competing priorities in a fast-paced environment.
- Ability to work effectively both independently and as part of a team.
- Confidence working with a wide range of internal and external stakeholders.
- Flexibility to respond to emerging events and reprioritise work accordingly.

## **Desirable criteria:**

- Experience building and growing audiences, including identifying and engaging hard-to-reach audiences.
- Experience using content management systems (CMS).
- Experience using Adobe Creative Cloud tools (e.g. InDesign, Photoshop, Premiere Pro).
- Experience using Canva to create professional visual content.
- Experience producing and editing film, predominantly for social media content.

## COMPANY BENEFITS

- Healthcare cash plan
- Insurance cover, four times annual salary
- Five per cent employer contribution pension plan
- Generous annual leave allowance rewarding length of service, with an additional day of birthday leave
- Corporate bonus to reflect business performance
- A variety of regular social events to help staff get to know each other, stay in touch, and have fun
- Easy access location with free parking, fruit, and refreshments with fully equipped break facilities