

JOB DESCRIPTION

Job Title	Marketing and Communications Officer
Department	Marketing and Communications
Salary Range	Circa £34,000 plus competitive benefits
Reports to	Marketing and Communications Manager
Send CV:	To apply send your CV and one-page cover letter to jacquicressey@propertymark.co.uk

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

Benefits of working for Propertymark:

- Healthcare cash plan
- Insurance cover, four times annual salary
- Five per cent pension plan
- Generous annual leave allowance rewarding length of service
- 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

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.

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

Main duties and responsibilities:

- Marketing work according to an agreed strategy. B2C marketing to promote the Propertymark offer to target audiences and B2B marketing of membership which supports the professional development of estate and letting agents, auctioneers, commercial agents, and inventory professionals.
- Writing quality, relevant articles for target audiences
- 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

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- Planning and creating content for bulk email communications, testing, sharing, using reporting to improve performance
- Creation of newsletters using the Dotdigital email marketing system
- Content and search engine marketing: creating a rich mix of engaging online content to fulfil strategy objectives for Propertymark and Propertymark Qualifications
- Developing new audiences across online B2B and B2C spaces to extend the reach of key messages
- Creating content using film and graphic tools and resources
- Creating effective social communications, social listening, and monitoring accounts on
- Social channels using Hootsuite
- Liaison with team members, agencies, partners, and a broad range of contributors
- Tracking ROI of a 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 in design packages is desirable

Job requirements/skills

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

Key experience essential for the role:

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