

JOB DESCRIPTION

Job Title	Marketing and Communications Officer
Department	Marketing
Salary Range	£27,000 plus competitive benefits
Reports to	Senior Marketing Officer
Send CV:	To apply send your CV and one page covering letter to hr@propertymark.co.uk

The Company:

Propertymark, based in Warwick, 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 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.

Job role:

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:

- Marketing work according to an agreed strategy. B2B marketing to promote Propertymark and membership to target audiences.
- Writing quality, relevant articles for target audiences
- 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
- Planning and creating content for bulk email communications, testing, sharing, using reporting to improve performance
- Creation of newsletters using Dotdigital email marketing system, managing contacts, and segmenting audiences to deliver triggered campaigns
- Content and search engine marketing: creating a rich mix of engaging online content to fulfil strategy objectives
- Developing new audiences across online B2B and B2C spaces to extend the reach of key messages
- 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
- Creating content using film and graphic tools and resources
- Proofreading

Job Requirement / Skills

The role of the Marketing and Communications Officer will require a minimum of **three years'** 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 team working 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 audience segments
- Demonstrable practical experience of 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 emails
- Building audiences, identifying, and reaching hard to reach audiences
- Scheduling social media messaging using Hootsuite or similar