

## JOB DESCRIPTION

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| <b>Job Title</b>    | <b>Digital Communities and Marketing Officer (PT Evening and Weekend)</b>   |
| <b>Department</b>   | <b>Marketing</b>  |
| <b>Salary Range</b> | <b>£30,000 pro rata (part time 24.5 hours week) plus competitive benefits</b>   |
| <b>Reports to</b>   | <b>Senior Marketing Officer</b>   |
| <b>Send CV:</b>     | <b>To apply send your CV and one page covering letter to <a href="mailto:hr@propertymark.co.uk">hr@propertymark.co.uk</a></b> |

### Job role:

The Digital Communities and Marketing Officer will develop new online discussion forums and extend our reach into existing networks, building solid and lasting relationships with property professionals to raise awareness of our membership offer, training, events, qualifications, policy and lobbying work.

We need you to drive engagement and live interaction across social media platforms, find new opportunities to join conversations and promote our objectives. Experience or an interest in property sales and lettings is essential and this role will involve regular weekend and evening work with a mix of remote working and some travel to our office at Arbon House near Warwick.

### The company:

Propertymark is the leading professional body for property agents, with 17,500 memberships, this is a fast-moving Marketing team serving members who are practicing agents (formerly ARLA, NAEA, NAVA, ICBA and APIP) working in lettings, sales, auctioneering, valuing, commercial property and inventories. We uphold recognised industry standards, provide valued membership benefits and are the leading industry voice.

The drive to improve standards is also achieved through the provision of Propertymark Qualifications offer a range of formal Ofqual recognised accreditations at different levels. We also deliver industry-leading training programs and enforce mandatory Continuing Professional Development. Propertymark provides a continuous source of guidance, advice and research through a comprehensive program of workshops, conferences, and events. Our expanding series of webinars, blogs, factsheets, and integrated regional networks support all the professional disciplines within our membership regardless of their size.

### Role and responsibilities:

- Finding and engaging audiences online of residential and commercial sales and lettings, auctioneering and inventory providers.
- Engaging potential clients online, representing the organisation using personal profiles along with Propertymark resources.
- Social listening and monitoring keywords to drive engagement.
- Liaison with a range of member ambassadors.
- Utilise social media management tools, communicate insights with wider Marketing Communications work.
- Live and scheduled social engagement. • Monitor and report on the performance of social media accounts and customer engagement activities using analytics, with a strong emphasis on ROI.
- Furthering the objectives of our member-focused strategy.
- Promoting our wider commercial offer as the professional body of choice for the property industry.
- Building trusted relationships to enhance our virtual presence.

- Ensuring that the content of the dialogue is current, engaging, and relevant.
- Developing networks across the four nations of the UK, to reflect our membership.
- Integrating campaign messaging with Marketing and Communications, Policy & Campaigns, Press and PR, Commercial and Propertymark Qualifications teams.

**Who are we looking for?**

We are looking for a dynamic Community coordinator to join a fast-paced sector. This is a great opportunity for someone with a flair for social media and customer service, who knows how to promote a service, create relationships, build a community and network effectively, and who shares our values of high professional standards and customer service.

The successful candidate will have a passion for the property sector or experience of residential or commercial property sales or lettings.

- Strong background in digital marketing and social media and an appetite to expand your knowledge and skills and experiment with new social media strategies
- Experience of Hootsuite and social media platforms
- Must be able to work evenings or weekends
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Keen to get to know our audiences and their priorities
- Understanding what messages and tone work on each platform
- Minimum of 3 years relevant experience in marketing or sales with a proven track record
- Excellent teamwork skills
- The ability to work well under pressure and meet deadlines
- An eye for detail and the ability to work accurately