

JOB DESCRIPTION

Job Title	Senior Marketing Officer
Department	Marketing and Communications
Responsible For	Managing the output and development of a marketing communications team working across a range of channels.
Job Grade	4
Salary Range	£30,000 - £32,000
Reports to	Marketing Communications Manager

Job Purpose:

To coordinate day to day delivery of marketing messaging in line with departmental strategy. To influence and engage stakeholders to further the strategic aims of Propertymark.

Main Duties and Responsibilities:

- Manage and coordinate day to day marketing and communications activities against strategy.
- Plan marketing activity designed to increase membership, take up of services and consumer awareness.
- Line manage the Marketing Communications team in delivering planned and reactive communications.
- Maintain the quality and relevance of Marketing Communications output with the aim of increasing organisational credibility.
- Create content for website, Property Professional magazine, newsletters, social media, email marketing and other communications channels as appropriate.
- Develop new methods to engage audiences including developing surveys and polls.
- Analyse and review use of channel effectiveness in meeting strategic objectives.
- Respond to developments flexibly.
- Any other responsibilities or tasks as reasonably requested by the business.

Key working relationships:

- Marketing Communications team
- Propertymark Management team
- Board members, Regional Representatives and Executives
- External agencies including design, PR, publishing, media buying, print and advertising agencies
- Build relationships across the organisation

Job Requirement / Skills

Marketing
Communications skills
Experience of content management systems preferably Umbraco
SEO
Content management

Preferable education / experience:

Experience of working in busy environment

Experience of delivering marketing communications across several brand identities

Experience in integrating communications across channels

Experience in implementing a marketing/communications plan

Strong writing skills

Experience of taking complex issues such as draft legislation and communicating it to different segments of audience

Strong background in people management

Experience in developing template marketing plans

Awareness of issues around data protection/contact management

Experience in marketing for events or training

Implementation of a new intranet system