

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	
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