

**Job title:** Digital Marketing Executive

**Line manager:** Digital Operations Manager

**Grade (if applicable):** 4

**Direct reports:** N/A



## Role purpose:

To deliver a variety of innovative digital marketing strategies and campaigns that maximise leads and revenue across a range of new and existing properties and multiple tenures (intermediate and market sale). To support the delivery of Peabody's digital first approach through our self-service customer journey at all stages of the sales funnel. To contribute to content marketing, social media, email and SEO strategies to increase website visits, conversions and enhance Peabody's brand. To actively review and optimise performance based on data and analysis.

## Key results:

1. Plan and implement effective digital marketing campaigns across a range of new build developments to raise awareness, generate leads and support sales targets.
2. Take full ownership of all digital marketing activity for new build developments across email, website and property portals, ensuring all channels are effective, accurate and adhere to best practise.
3. Ensure all digital marketing collateral adheres to Peabody and development brand guidelines.
4. Contribute to the self-service customer journey, ensuring a consistent and efficient process, maximising qualified lead conversion at all stages of the sales funnel.
5. Create engaging development-specific marketing campaigns across digital channels including email, video and social media.
6. Develop and deliver the email marketing strategy for developments including designing and editing emailers applying digital best practice, accessibility standards and responsive design. Making use of database segmentation, A/B testing and analysing previous results to optimise performance. Schedule ad-hoc and automated email campaigns. Ensure all email activity complies with Peabody's privacy policy, adheres to data protection laws, and is in accordance with agreed marketing strategies and timelines.
7. Be responsible for the day-to-day running of CRM and emailer systems, ensuring compatibility and integration with other relevant sales and marketing systems.
8. Ensure all property portal listings are continually reviewed, refreshed and optimised following industry best practice to maximise return on investment.
9. Lead on the creation and optimisation of all Virtual Reality (VR) tours for designated developments.
10. Support on the marketing of resale properties to support the efficient sale of homes by leaseholders, communicating and working in collaboration with resales team.
11. Regularly data cleanse CRM database(s) within agreed procedures to retain active customers, populate required data fields and optimise data for segmentation.
12. Monitor, analyse and enhance performance of sales website(s) and digital channels, using Google Analytics and other tools to report on KPIs.
13. Support our data driven marketing environment to enable informed business decisions relating to the department's work; manage the tracking and measurement of digital campaigns to identify trends and produce regular reports on successes, lead volumes, sources, statuses, cost per lead and responses from a variety of digital marketing channels.
14. Collaborate with external agencies and internal project teams to create, monitor and report on digital marketing campaigns such as Pay Per Click (PPC), Google Display Network (GDN) and social media advertising; ensure relevant tracking measures are in place across channels.

**Version Date:**

**Signed off by:**

15. Apply scheme and Peabody branding to a range of digital collateral to support sales and marketing strategies; update and amend artwork using Adobe Creative Suite and/or Canva.
16. Keep up to date with the latest digital trends and make recommendations to continually improve and innovate Peabody's online presence.
17. Ensure all marketing deliverables adhere to the Consumer Code and the Data Protection Act and any other relevant regulations.
18. Develop and maintain effective working relationships with internal teams (including regional sales & marketing teams, Communications and IT) ensuring Peabody's online presence adheres to corporate policies, procedures and brand guidelines.
19. Ensure all digital marketing activity within your remit is delivered within approved budgets.
20. Raise purchase orders and process invoices including recording all expenditure and payments.
21. Identify enhancements to the digital customer experience across all channels to improve conversions and customer satisfaction; feedback to the Digital Operations Manager.
22. Focus on delivering value for money through all digital activities.
23. Uphold and celebrate our ED&I values, becoming an active advocate in support of implementing equality initiatives and ensure that this is reflected in marketing activities.

## **Success metrics:**

1. Email engagement, open & click-to-open rates
2. Website, property portal and other channel conversion rates
3. Lead generation
4. Cost per lead/customer acquisition cost/ROI
5. Viewings booked & attended
6. Customer satisfaction metrics

## **About you:**

### **You will be:**

1. Educated to degree level, Marketing/Digital qualification or equivalent experience.
2. Comfortable working with senior managers, cross-functional teams and external agencies.
3. Able to work under pressure in a dynamic sales environment; manage high volume of tasks and deadlines; able to work with minimal supervision and to deliver quickly.
4. Highly organised, solution-focused problem solving with strong analytical and numerical skills.

### **You will have:**

1. Proven experience of working in a target-driven digital, marketing or sales environment.
2. Experience of successfully creating, implementing and reporting on results of digital marketing campaigns.
3. Experience using Customer Relationship Management (CRM), Content Management (CMS) and email marketing systems
4. Experience writing for the web, managing complex websites and optimising customer journeys and user experience (UX).
5. Experience using Google Analytics and other digital measurement tools to analyse and optimise website and channel performance.
6. Knowledge and experience of Search Engine Optimisation (SEO).

7. Experience shaping customer databases to optimise segmentation capabilities and enable targeted marketing communications
8. Clear, accurate writing skills with the ability to produce fluent and persuasive copy and content for a wide variety of audiences; a keen eye for design and strong attention to detail.
9. Ability to gather and interpret feedback and data to influence business decisions
10. Knowledge of HTML (desirable)
11. Working knowledge of Data Protection laws, the Consumer Code and other relevant legislation (desirable).
12. Project management experience (desirable)
13. Experience in the new homes property sector (desirable).