



JOB DESCRIPTION

JOB TITLE:	Marketing Executive
REPORTING TO:	Head of Group Marketing
DEPARTMENT:	Marketing & Communications
LOCATION:	Based in Capability Green, Luton with occasional travel to York, Wolverhampton, and Redruth (Cornwall).

OBJECTIVE OF THE ROLE

Plan, execute and measure online and offline marketing plans to generate enquiries for the GMG Property Services portfolio of brands. This role has a bias towards digital marketing and our Property Management business.

DIRECTLY RESPONSIBLE FOR:

Online lead generation via PPC and SEO campaigns, email marketing to customers and prospects, content manager for CFP brand website and social media pages, trade advertising, measuring and reporting on campaigns, event management.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

- Management of the PPC and SEO strategy and relevant digital agencies
- Research, plan and manage tactical marketing campaigns including email, social media, website content, conferences, events, trade advertising.
- Oversee and adhere to the CFP (Property Management) marketing budget
- Advanced use of Analytics, CRM, call tracking and email systems to deliver and track campaigns resulting in monthly reporting on marketing generated activity.

- Provide written content, including testimonials for newsletters and articles published for social media
- Facilitate lead sharing across the business.
- Identify and act on new business and cross-selling opportunities
- Pro-actively research and organise attendance at key industry events
- Facilitate the generation of leads through consistent and measurable activity
- Develop, manage and report on the PPC and SEO campaigns.
- Manage and update the content on each of the websites and social media pages, optimise each for SEO.
- Promote all new releases, new products and services via the websites, email and social media.

KEY COMPETENCIES

- Excellent written and verbal skills
- Organised with the ability to undertake multiple tasks simultaneously
- Able to make reasoned assumptions which link to the business
- Practically applies and executes agreed actions
- Builds good and meaningful rapport and relationships with others
- Understands challenges of on-line marketing and is technically savvy
- Challenges current thinking
- Creative and innovative thinker, ideas-orientated
- Analytical and logical
- Ability to balance the needs of multiple, competing brands

MANDATORY QUALIFICATIONS, SKILLS AND EXPERIENCE

- Previous PPC and SEO experience
- Use of Analytics tools
- First Degree
- Previous experience of email marketing and CRM systems

DESIRABLE QUALIFICATIONS, SKILLS AND EXPERIENCE:

- Experience of UK Property market and/or Software sector
- Understanding of software development
- Post-graduate marketing qualification

GMG PROPERTY SERVICES

GMG Property Services is the UK's largest supplier of software solutions to the property industry. Part of the Guardian Media Group, its portfolio includes market leading software, website design, social media and complimentary third party services, many of which are integrated with the software.

Our mission is to provide a comprehensive range of valued products and services to property professionals designed to maximise the use of leading technology and deliver competitive positioning and profitability.

Our portfolio is designed to offer either one-off solutions or a comprehensive, integrated package of tools to support all property related business and advertising requirements.

GMG Property Services has four divisions:

- ❖ Vebra is the UK's number one provider of software solutions for property professionals. Established over 25 years ago, the business has a portfolio of five software solutions used by new, single-office agencies through to established, multi-office networks in residential sales, lettings and commercial environments.
- ❖ Core Systems was established in 1994 and quickly gained the reputation as the leading provider of innovative software for residential estate agents. At the cutting-edge of new technology, the business recently created and launched EncoreLive – a revolutionary new system that is transforming the way residential estate agents are able to work.
- ❖ CFP Software specialise in supplying Lettings, Property Management, Accounting and Estate Agency Software. The products are used by Property Managers, Letting Agents and Estate Agents across the UK, making CFP a market leader in their field.
- ❖ The Media Design House specialises in designing and delivering cost-effective, standard or bespoke web sites for UK estate and letting agencies. A team of experienced, market knowledgeable design professionals are dedicated to delivering cutting-edge front end web technology to ensure an agents' website delivers the local brand awareness and lead generation that traditional forms of advertising can no longer supply.