

MARKETING EXECUTIVE

# JOB OVERVIEW

The Marketing Executive will be responsible for supporting the marketing activities at Making Moves. The role will focus on creating email marketing campaigns, social assets, marketing collateral, as well as managing website changes and content uploads. The email marketing campaigns will be managed through our CRM, HubSpot, with the aim of generating business from our database of clients. This role is a vital part of Making Moves as it greatly increases our ability to reach prospective and existing clients, targeting them at the right time and increasing the value our database provides to the business.

This role will report to our Strategic Marketing Manager who directs the overall strategy for the department and ensures targets are being met. The Marketing Executive will sit in the Marketing Team, supporting every team across Making Moves.

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# THE ROLE AND RESPONSIBILITIES

* Build emails and landing pages from templates and schedule email campaigns
* Effectively utilise our database, segmenting the records and creating target lists
* Create social assets and write social posts in line with strategy
* Generate marketing collateral to support the wider teams
* Monitor, analyse and report on campaign results against KPIs
* Manage website changes, including uploading blogs and properties
* Attend team meetings and support the marketing efforts of the wider team
* Support the marketing team in running events

# WHAT WE’RE LOOKING FOR

* Experience working with HubSpot Marketing or other email marketing platforms is essential
* An understanding of data sets and how to segment data
* Experience creating campaigns, workflows and collateral
* An understanding of customer journeys and personas
* Analytical mindset, used to working with numbers and hitting KPIs is beneficial
* Experience working with canva or asset generation software
* Strong copywriting skills
* Creative mindset with ability to think outside the box
* Self-motivated, positive attitude and clear communication skills

# SALARY AND BENEFITS

* £28,000-£32,000 DOE
* 25 days annual leave and an additional day off for your birthday
* Team annual trip (Performance Based - Berlin 2018, New York 2019, Amsterdam 2021)
* Professional development and training
* Supportive & Inclusive team culture
* Monthly and Quarterly Team Activities
* Best office in Shoreditch
* Free nutritional snacks

# DIVERSITY & INCLUSION

Making Moves wants to advocate and implement systemic change within the property industry, and ultimately be the leaders of innovation. We are building a workforce that is truly representative of all sections of society. Read our full policy on our website .