

Social and Content Manager

Directorate: Development & Sales

Overview	
Role Purpose	<p>The NHG Homes marketing team help realise our vision for our sale developments and build brand and product awareness, marketing our new homes to acquire and convert leads that drive sales across our exciting and ambitious programme.</p> <p>As the Social and Content Manager you'll be at the forefront of NHG Homes digital presence and visual storytelling. Responsible for curating and creating engaging content that resonates with our audience and aligns with our brand identity and goals. You'll work closely with cross functional teams and suppliers to ensure brand consistency and recognition across all digital platforms.</p>
Responsible for	<ul style="list-style-type: none"> - Content creation, including graphics and video - Social media strategy and management - Email Marketing strategy and management
Reports to	Digital Marketing Manager
Line management	Digital Marketing Coordinator
Tier	Tier 7
Level	Team Manager
Role relationships	
Internal	Digital, marketing, sales, strategy and research, IT, project management office, communications, client delivery, development, Folio.
External	Suppliers, customers, partners/ stakeholders.

Manager / leadership criteria	
Staff reports	Total:1 Direct: 1 Indirect: 0
Specific designated, regulatory compliance requirements	<ul style="list-style-type: none"> • Compliance with The consumer Protection from unfair Trading regulations (CPRs) • Compliance with National Trading Standards and the material information for property listings • Compliance with New Homes Quality Code of Practice • Compliance with The Advertising Standards Authority (ASA) guidelines • Compliance with data protection regulations (e.g. GDPR)

Role accountabilities

Support stakeholders and the wider department by planning, delivering and reporting on content strategies across social, email and website channels.

Strategy and planning:

- Take the lead in developing and executing a comprehensive social media strategy across various platforms that foster meaningful connections with our audience through interactive content, polls, comments and discussions
- Plan and execute social media campaigns to promote developments, events, launches and special promotions
- Support the Digital Marketing Manager in the development and delivery of content and email marketing strategies that support sales and marketing targets and enhance the reputation of NHG Homes
- Create a long-term and short-term content publishing and social media calendar

Create and Deliver:

- Develop interesting and relevant design concepts and graphics for composite marketing campaigns within a wide range of online and offline channels to communicate with our audience.
- Create, schedule, and publish engaging content tailored to our target audience across social channels
- Support stakeholders and wider department with developing creative briefs and offer support with any in-house design systems (e.g. templated collateral)
- Work alongside and manage external suppliers to support the delivery of design concepts for the wider marketing team
- Provide creative support and expert advice on design, video and photography to maximise NHG's message and support our core strategic objectives
- Take the lead while collaborating with the digital and development marketing team to plan and direct photoshoots and videos
- provide guidance to colleagues and external suppliers on use of visual assets to ensure high standards and adherence to the NHG Homes brand
- Collaborate with external designers and videographers to produce compelling multimedia content
- Ensure image optimisation is in place across all channels with a focus on digital. Edit and retouch images as needed to enhance their quality and suitability for different applications
- Create and respond to internal briefs and support the development marketing team in the design, production and testing of email marketing workflows, assets, audience segmentations, automations and personalisations.
- Collaborate with the Digital Marketing Co-ordinator to design and edit emailers in HTML and CSS
- Be responsible for the day-to-day running of emailer systems, ensuring compatibility and integration with other relevant sales and marketing systems
- Support the day-to-day running of CRM and CMS systems, including updating development/property information, floor plans and imagery; ensure compatibility and consistency between CRM and CMS systems.
- Work with Digital Marketing Manager and external agencies to create and optimise content for search engines to improve organic visibility

Reporting:

- Monitor social media channels, respond to comments, and engage with the online community.
 - o Analyse social media performance and adjust strategies for optimal results.

Role accountabilities

- Track key email marketing metrics and provide regular reports on campaign performance
- Analyse data to identify trends, opportunities, and areas for improvement
- Make data-driven recommendations to optimize email marketing strategies
- A/B test email elements to optimize results and implement improvements
- Collaborate with sales strategy and performance to manage and maintain our customer and property CRM database, ensuring data accuracy and compliance with GDPR regulations

General:

- Audit existing content across digital channels for brand voice, relevance, and optimization
- Research competitors to find content and keyword gaps
- Create a new content strategy that can help your company reach its traffic goals
- Promote a consistent brand identity through NHG Homes website, emails and social media profiles
- Write and create new content in addition to managing the digital co-ordinator, freelancers and suppliers to create new content
- Monitor the performance of content through online tools such as Google Analytics, Google Search Console and SEO tools e.g. SEMrush, Ahrefs
- Ensure all digital content (including copy, pricing, floor plans, CGIs, images and brochures) on all channels (website/s, property portals, email, social and other channels) is optimised, accurate and compliant with the Consumer Code and any other relevant legislation
- Ensure content aligns with brand guidelines and industry trends
- Ensure all email activity complies with NHG Homes privacy policy, adheres to data protection laws, is in accordance with agreed marketing strategies and timelines, and adheres to brand identities
- Ensure accuracy of design materials and devise formal quality control and sign off process.
- Ensure all marketing deliverables adhere to the Consumer Code and the Data Protection Act and any other relevant regulations.
- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification

Experience (executive)

Essential

- Proven experience in email marketing and database management, preferably in the property or real estate industry
- Proven experience in social media management and content creation, preferably in the property or real estate industry
- Proficiency in email marketing platforms and marketing automation tools to curate email marketing artwork and campaigns

Desirable

Familiarity with CRM systems is a plus



<ul style="list-style-type: none"> • Experience in the new homes property sector • Experience generating content and effectively managing social media accounts • Strong data management skills with attention to detail • Knowledge of GDPR and data protection regulations. • Excellent communication and analytical skills • Ability to work collaboratively with cross-functional teams 	
---	--

Professional expertise (know how & experience)

Essential	Desirable
<ul style="list-style-type: none"> • Experience of using Adobe Creative Suite. to create and edit graphics • Able to prepare design files for both print and digital distribution, ensuring proper specifications and resolutions are met • SEO Copywriting and Blogging • Strong understanding of digital media and measuring performance • Excellent copywriting and proofreading skills, a keen eye for design and a strong attention to detail • Excellent analytical skills • Creative mindset and ability to think outside the box • Outstanding communication and interpersonal skills, and ability to negotiate with colleagues at all levels and with external suppliers • Excellent brand management skills, demonstrating a good understanding of how a brand should be managed and implemented. 	<ul style="list-style-type: none"> • Experience of pre- and post-production of video content. • Experience of video editing • Coding – understanding of some HTML and CSS

Skills

Essential	Desirable
<ul style="list-style-type: none"> • Proficiency in graphic design software, particularly Adobe Creative Suite. (Photoshop, Illustrator, InDesign) • Microsoft Office Suite (Word, PowerPoint) • Knowledge of web design tools and platforms (HTML/CSS, Umbraco, etc.) • Working knowledge of Data Protection laws • Knowledge of printing processes and specifications 	<p>Knowledge of Dynamics 365 Customer Insights</p>

<ul style="list-style-type: none"> • Strong writing and editing skills with attention to detail • Proficiency in using social media management tools and analytics platforms • Knowledge of SEO best practices 	
Qualifications and/or professional membership	
Essential	Desirable
Educated to degree level, Digital Marketing qualification, or equivalent qualifications or experience	

NHG Values and Behaviours

NHG Values and Behaviours serve as a guiding framework for our staff and helps us understand how our values should be visible in everything we say and do. They outline what we expect from our staff at different levels across the organisation.

This role is **Manager** level and therefore you should refer to the **Manager** level behaviours in addition to this role profile.

The full list of NHG Values and Behaviours is available on our external job site page and intranet, Milo.

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.