

# Digital Marketing Executive Operations (Folio London)

Overview	
<b>Role Purpose</b>	As Digital Marketing Executive for Folio London you will be responsible for producing the best-in-sector digital marketing content, campaigns, and strategies across all channels, including the Folio London website, Property portals (Rightmove, Zoopla etc.), paid search & paid social as well as our organic social media.
<b>Responsible for</b>	<ul style="list-style-type: none"> <li>Digital marketing campaigns (paid &amp; organic)</li> <li>Digital asset creation &amp; management</li> <li>Website content and SEO</li> <li>Social media management</li> <li>Digital brand stewardship and marketing</li> <li>Online lead generation.</li> <li>Property portal Management</li> </ul>
<b>Reports to</b>	Marketing Manager
<b>Line management</b>	N/A
<b>Tier</b>	Eight
<b>Level</b>	Colleague
Role relationships	
<b>Internal</b>	Executive Board, Folio Board, Governance Committees Group, Folio London Team (Operations and Lettings), Development, Finance, IT & Communications
<b>External</b>	Suppliers, Agencies, Property portals, Social Media channels.

Role accountabilities	
<ul style="list-style-type: none"> <li>Partner with the Lettings Manager and team to manage Reapit marketing content &amp; product photography to ensure our Property Portal ads are advertised to high/competitive standards.</li> <li>Responsible for website maintenance and performance on a group and development level ensuring information is accurate and Folio London has a consistent digital presence across all channels.</li> <li>Lead on written and visual content across the Folio London website and social media accounts ensuring they have been approached with SEO and Engagement front of mind.</li> <li>Plan and manage digital marketing campaigns for the Folio London brand and new schemes with a focus on lead generation and brand awareness.</li> <li>Support on all paid marketing channels including Paid Search, Paid Social &amp; Display alongside agency support from concept to execution.</li> <li>Manage the day-to-day activity on all social media channels and customer review platforms.</li> <li>Monitor and report on website lead generation and digital marketing performance – providing marketing reports via Google Looker &amp; Google Analytics utilising data/insights form Property portals and Sprout.</li> </ul>	

## Role accountabilities

- Raise purchase orders and process invoices including recording all expenditure and payments and monitoring development budgets.
- Update budgets and reports, providing analysis around ROI, campaign performance, enquiry habits and website traffic to optimise campaigns.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront.
- Grow and improve digital marketing channel performance through optimisation and creative efforts with agency support.
- Support the day-to-day management and evaluation of all agencies, contractors and tools used to execute digital marketing strategies.
- Feedback to the Marketing Manager and the operational teams if improvements are identified in relation to letting Folio London properties and improving customer satisfaction.
- Work to a budget and ensure that budgets are adhered to reporting where budgets are likely to overrun or any other matters which could impact on delivery.
- Assist with all other digital and marketing initiatives and projects as necessary.
- 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

- Experience of working in digital marketing related position.
- Up to date knowledge of digital marketing trends, research and techniques.

#### Desirable

- Experience of working in the private rented sector

### Professional expertise (know how & experience)

#### Essential

- Experience of using or managing a website
- Experience with multi-channel digital marketing campaigns.
- Managing social media and affiliate digital advertising accounts.

#### Desirable

- Good understanding of the private rented sector
- Experience of using business intelligence systems or databases to provide accurate management reporting

### Skills

#### Essential

- Excellent written communication skills including copywriting and preparing and delivering high quality reports and presentations.

#### Desirable

- Knowledge of HTML/WordPress

<ul style="list-style-type: none"> <li>• Excellent knowledge of digital marketing channels and tools including Google Analytics, Google Ads, Meta Business Manager and Sprout.</li> <li>• Strong knowledge of SEO, Paid Social and Paid Search.</li> <li>• Advanced Word, Canva and PowerPoint skills.</li> <li>• Effective IT &amp; MS Office skills.</li> </ul>	
<b>Qualifications and/or professional membership</b>	
<b>Essential</b>	<b>Desirable</b>
	BA Honours degree CIM Certificate or Qualification Preferably in the media/marketing field.

NHG Values and Behaviours
<p>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.</p> <p>This role is an Colleague level and therefore you should refer to the colleague behaviours in addition to this role profile.</p> <p>The full list of NHG Values and Behaviours is available on our external job site page and intranet, Milo.</p>

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