



Working better together
for our residents

Digital Marketing Executive

> Homes > Development and Sales

What's it all about

As Digital Marketing Executive you will support the delivery of high-quality, customer-focused digital marketing activity to help drive awareness, engagement, and lead generation for NHG Homes.

The role keeps our digital channels current, effective, and aligned with sales and marketing objectives. This includes day-to-day implementation of digital campaigns, website and portal updates, email marketing, social media activity, analytics reporting, and supporting continuous optimisation of the customer journey.

How you'll make a difference

You will contribute directly to improving customer experience and helping prospective buyers find, understand, and engage with our new build and resale homes. By keeping digital content accurate and compelling, supporting campaigns, monitoring performance, and ensuring compliance across all channels, you will help increase traffic, improve conversion rates, and enhance our online reputation. Your work will ensure NHG presents a consistent, trustworthy, and engaging digital presence.

How you'll do it

- Deliver day-to-day digital marketing activity across website, microsites, portals, email, and social media channels, ensuring content is accurate and up to date.
- Manage and update NHG Homes websites and microsites, including SEO tasks such as metadata and keyword optimisation.
- Prepare, edit, and schedule email marketing campaigns using HTML/CSS templates and marketing platforms.
- Create, publish, and schedule social media content to support campaign delivery and audience engagement.
- Support the set-up, monitoring, and optimisation of paid digital campaigns including PPC, display, and paid social.
- Monitor and report on analytics (Google Analytics, Infinity tracking) to track performance, identify insights, and support optimisation.
- Support content creation, including video, imagery, and written content for digital channels.
- Manage website support tickets, track fixes, and maintain compliance with consumer protection, data protection, and advertising standards.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
- Hybrid arrangements - at least two days a week in an office or in a community/site based/partnership setting. On other days, working from home may be possible, depending on the work needed and the interaction required.



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All about you

Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **staff** level

Essential knowledge, experience and skills including qualifications and professional membership

Experience:

- Experience working in a digital marketing environment, ideally supporting multiple campaigns or channels.

Professional Expertise:

- Effective IT skills, including MS Word/Excel proficiency
- Good understanding of digital marketing tools and channels including websites, social media, email, SEO and analytics.
- Ability to write and proof engaging customer-facing content.
- Ability to use analytics tools to monitor performance and prepare simple reports.
- Strong organisational skills with the ability to manage multiple tasks.

Qualifications and/or Professional Membership:

- Relevant digital marketing qualification (or working towards).