

Marketing and Sales Support Executive



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What's it all about

As a Marketing and Sales Support Executive in the Sales and Marketing team you will support the delivery of individually tailored marketing campaigns to raise awareness, increase our brand equity and market presence at designated developments.

Reporting to the Senior Digital Marketing Manager your goal is to support the customer journey both online and offline by increasing engagement with our NHG Homes brand via website, social media and email platforms, individual development campaigns and by taking a lead on in-person trade events, to increase customer satisfaction with their buying experience.

How you'll make a difference

Producing and monitoring marketing collateral and content for our websites, social media channels, email and specific development campaigns, you will help to grow our reach and raise awareness of NHG Homes and our product brands, supporting the customer journey through effective communications to our buyers from pre-launch to move-in.

How you'll do it

- **Event management:** Event planning and management including liaison with suppliers and staff co-ordination and asset creation.
- **Customer Journey:** Plan and build customer journeys to maximise customer acquisition and retention. Support the implementation of email automated workflows for lead nurturing and conversion as well as ad hoc database communications.
- **Brand engagement:** Support the ongoing NHG Homes composite brand campaign strategy. Lead and support the content management of the NHG Homes website/s using content management platforms.
- **Digital Marketing:** Support the Senior Digital Marketing Manager in social media

management, publish engaging content tailored to our target audience. Monitor social media channels, respond to comments, and engage with the online community. Basic design and edit email campaigns in HTML and make recommendations for improvements for best practice based on your use of analytics.

- **Reporting:** Support the tracking of key email and social media marketing metrics to provide regular reports on campaign performance.
- **Cross-team Support:** Provide support to the Sales and Marketing teams during Scheme launches, promotional events, and offer administrative support where applicable.
- **Finance support:** Support the Marketing team in monitoring and raising payments to suppliers against scheme and digital budgets.
- **Budget Planning and Management:** Plan and propose budgets for events, marketing activities and projects as required.
- 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 three 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. Some Saturdays may be required to support the sales team, supplemented with a day in lieu.



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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

Professional Expertise:

- Experience in Marketing environments and with campaign management
- Knowledge of email marketing systems, including basic HTML skills
- Experience with social media practices and community management
- Basic understanding of property portal ecosystem
- Demonstrable experience in event planning and management
- Basic understanding of the end-to-end development and sales process

Skills:

- Time management and strong organisational skills with a keen eye for detail and compliance
- Ability to interpret data and suggest optimisations to senior management
- Proficient in MS Office applications

Qualifications:

- N/A