



Digital Marketing Executive

£25,000 – £30,000 per annum

Full time (37.5 hours per week), permanent

Your chance to make a difference to this innovative project

A perfect opportunity to let your creativity and marketing know-how shine. We are recruiting for a new role which will be critical to successfully raising the profile of one of the UK's most exciting and innovative development projects – Graven Hill.

Graven Hill is the UK's first large scale self-build opportunity. Over the coming decade, it will evolve as a new village community for Bicester, Oxfordshire. Graven Hill opens up the possibility for anyone to design and create their own home.

This role would suit someone with a passion for all things digital in a commercial setting. You will drive the use of technology to make Graven Hill more approachable and engaging to our existing customers whilst attracting a whole new audience. You will employ all the tools and techniques available to you and set up sophisticated analytics so we know we are doing a great job. With relevant experience in a similar role you will bring a wealth of knowledge that drives sales and delivers a step change to our digital engagement.

This is an exciting role for an experienced, self-motivated and creative digital marketing professional with this unique development project. In return you will not only receive a great package but be working with a fabulous team in this fast-paced environment. Graven Hill will be a fine feather in your cap.

To apply in confidence, please email your CV and current salary details to: Jobs@gravenhill.co.uk

For an informal discussion please contact Elaine Walder on 07712 235526

Closing date: 4 December 2017

Interview date: 12 / 13 December 2017

No applications through agencies please

Graven Hill Village Development Company



Salary range: £25,000 - £30,000

Job Description: Digital Marketing Executive

Introduction

A perfect opportunity to let your creativity and digital know-how shine, this role is critical to successfully marketing one of the UK's most exciting and innovative development projects: **Graven Hill**.

Graven Hill is the UK's first large scale self-build opportunity. Over the coming decade, it will evolve as a new village community for Bicester, in Oxfordshire. Graven Hill opens up the possibility for anyone to design and create their own home. Around 40% of the 1,900 new homes will be fully built by the residents themselves. Home-buyers can alternatively choose to tailor the finish of a ready-built home. There will also be rental and shared ownership homes available. Part of the wider Graven Hill site has been set aside for one million square feet of commercial investment over the life of the project.

Success at Graven Hill will not only be measured commercially, but also by how it shifts self-build in the UK towards the mainstream. Top quality, highly effective communication of the concepts and opportunities at Graven Hill, and an excellent customer experience, are essential to the project's success. Working in a fast-paced environment, you will work closely with the Sales and Marketing Director and Senior Marketing Executive to contribute to the development of the marketing plans and be responsible for implementing them across Graven Hill's digital communication channels, including the website and social media.

Job summary

This role would suit someone with a passion for all things digital in a commercial setting. With a track record of achieving a step change in performance in your current role you will drive the use technology to promote and protect our brand, reputation and image. Using your digital expertise we will make Graven Hill more approachable and engaging to our existing customers whilst attracting a whole new audience. You will employ all the tools and techniques available to you to make this happen and set up sophisticated analytics so we know we are doing a great job.

DI G I T A L M A R K E T I N G E X E C U T I V E R E C R U I T M E N T P A C K – N O V E M B E R 2 0 1 7

The Digital Marketing Executive's main responsibilities are to:

- Manage Graven Hill's digital communications and channels including website, e-newsletter and social media to secure a pipeline of sales leads and prospects to deliver the annual and project targets.
- Review our approach to digital communications, develop and implement new strategies, ensuring we are communicating and engaging across the channels and networks that offer the greatest reach and impact.
- Design and deliver highly effective campaigns across digital channels, contributing to the success of the overall marketing strategy and plans.
- Develop inspiring and innovative creative content including photography, film, graphics, animations and copy that engages target audiences effectively.
- Take the lead on digital projects, working closely with colleagues across the organisation, as well as managing relationships with external suppliers and third-party service providers, identifying risks and delivering projects to specification.
- Track, analyze and report on digital activities, evaluating results against agreed KPIs and, using this data, to continuously drive improves to our digital engagement.
- Work with the organisation's marketing data, ensuring that we are not only compliant with all legislation but go beyond in how we manage our customers' details.
- Contribute to the overall success of the business, including sales progress and enhancing the company's reputation.

Person specification

The successful Digital Marketing Executive will be:

- A digital marketing expert, with a track record of at least 2 – 3 years in a similar role, who understands the different channels and their role in B2B and B2C communications
- A creative and innovative thinker, able to turn ideas into outcomes with real impact.
- An excellent written and verbal communicator, with good attention to detail.
- Knowledgeable and technically experienced with a range of digital marketing and communication tools and channels.
- Highly organised, adaptable and self-confident.

Essential skills and experience

Creativity & innovation

- Excellent writing, editing and proof reading skills to deliver creative, user focused, successful marketing campaigns across a wide range of digital channels.
- An eye for good design and informative but inspiring presentation of information on webpages, social media and e-newsletters.
- Experience of developing editorial guidelines and processes.

Technical

- Proven knowledge of using and developing websites, social media and emerging digital platforms in a business setting.
- Knowledge of data protection legislation including GDPR, and how this impacts the storage and management of customers' details.
- Experience of using and managing email broadcast systems such as MailChimp.
- Knowledge of google analytics and other analytic tools as required, as well as a sound understanding of SEO, to interpret and report on campaign effectiveness, and make recommendations for change.
- Practical experience of working with image editing applications, Adobe creative suite packages eg. Photoshop or similar to ensure images are engaging and fit for purpose for various digital channels.
- Working with online video channels eg. Vimeo.
- Management of social media posts through scheduling software eg. Hootsuite.
- Experience website CMS and CRM systems.

Organisation & effectiveness

- Highly organised and able to prioritise tasks to meet changing business needs.
- Self-confident, decisive, resilient and able to thrive under pressure in a fast-paced, team environment.
- Experience of managing and working with agencies.
- Knowledge of setting KPIs and measurement frameworks for digital strategies.

Desirable skills and experience

- Experience in a similar role for a property developer, new-build estate agency or related commercial / sales environment.
- Video production and editing experience.

Job duties and responsibilities

Contribute to the Graven Hill marketing activities

- Drive sales through contributing to the development and delivery of the Graven Hill marketing and communications strategy and plans via digital channels.
- Design and deliver creative, effective campaigns across digital channels, in line with the strategic marketing objectives and coordinated / integrated with the wider marketing campaign plan.
- Ensure all content on digital channels is compliant with the Graven Hill brand guidelines.
- Management of e-newsletter and other e-mailshots campaigns.

Website

- Manage the website to ensure that it is aligned to the strategic marketing objectives and offers an excellent and smooth customer online user experience.
- Ensure that the infrastructure of the website is fit for purpose and follows a structured content strategy and working with the Content Management System, ensure that it offers engaging content and provides a rich resource of reliable, up-to-date information for potential customers and stakeholders.
- Liaison with digital agencies and third parties supporting and developing the website platform.
- Manage SEO to maximise Graven Hill's online profile and presence.
- Manage future development of the website to respond to the evolution of the project, sales progress and the changing external environment.
- Manage and moderate supplier information on the website.
- Monitor the content of the websites on a daily basis for accuracy and up to date information and ensure that out of date information is removed promptly.

DI G I T A L M A R K E T I N G E X E C U T I V E R E C R U I T M E N T P A C K – N O V E M B E R 2 0 1 7

Social media

- Grow the social media following for Graven Hill among target audiences, including potential buyers and stakeholders, to ensure the widest possible reach, engagement and impact for the sales drive.
- Be responsible for posting on social media, currently including Twitter and Facebook. Future channels are likely to include LinkedIn and Instagram.
- Manage and monitor social media content on a day-to-day basis, ensuring negative comment is identified promptly, moderated, and actioned as required, in liaison with senior colleagues as appropriate.
- Collaborate with colleagues, stakeholders and partners to maximise the effectiveness and reach of Graven Hill's social media activity.
- Maintain awareness of and advise on social media trends relevant to GHVDC business objectives and target audiences, adapting digital communications and choice of channels as appropriate.

Content development

- Write highly effective, engaging, copy for all digital channels, in line with agreed key messaging and complementing the wider marketing campaign to drive sales.
- To be proactive in identifying stories/messages/information etc. as suitable content for inclusion on the websites and input into the content management system where appropriate.
- Create relevant ad copy to increase click through rate (CTR) and quality score to lower cost per click (CPC).
- Develop a programme of blogs and vlogs to drive traffic to the website and enhance the user value from digital engagement with Graven Hill.
- Develop impactful visual content across all channels including photography, film and graphics.
- Support the production of digital presentations and displays for events.

Monitoring, evaluation and quality control

- Use appropriate tools such as Google Analytics to monitor, review and interpret statistics for Graven Hill website, preparing regular reports and making recommendations for change.
- Monitor social media engagement through the regular tracking of metrics and reach i.e. using Facebook's in-built analytics as well as 3rd party metric applications
- Provide quality assurance for all digital channels. Report bugs and issues effectively, proactively offer solutions or recommendations and monitor their resolution.
- Make recommendations and advise on how online digital marketing can be improved and optimised to meet business KPIs, and deliver sales

Contribute to the wider success of the business

- Promote and uphold the purpose, mission and values of the company.
- Contribute positively to the smooth-running of the business, supporting team colleagues.
- To actively demonstrate a high level of commitment to working in a fast paced, performance and deadline orientated team, where taking personal responsibility for contributing towards agreed outcomes and high levels of customer service, is fundamental.
- Be a guardian of the ethos of GHVDC as a good company to work with and the promoter of self/custom-build opportunities to enterprising customers.
- Undertaking any other duties as requested by your manager, consistent with the role.