



DIGITAL MARKETING EXECUTIVE £25,000 – £30,000 PER ANNUM

FULL TIME (37.5 HOURS PER WEEK), MATERNITY COVER

Deadline for Applications: Wednesday 9 December

Interview invitations to be issued: Friday 11 December

Interviews to take place on Monday 14 & Tuesday 15 December

Ideal start date: Monday 18 January 2021

Your chance to take on a new challenge as part of an innovative project.

The perfect opportunity to let your creativity and marketing know-how shine. We are recruiting for maternity cover for a role that has been 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 continue to ensure that Graven Hill is approachable to new customers while engaging with our existing customers. 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:

ruth.moon@gravenhill.co.uk.

For an informal discussion please contact Ruth Moon on 07795 465749.

Closing date: Wednesday 9 December

Interviews date: Monday 14 & Tuesday 15 December

Please note: Interviews will be conducted in-line with current Government guidelines and will either take place in-person or via Zoom.

Ideal start date: Monday 18 January 2021

NO AGENCY APPLICATIONS PLEASE

GRAVEN HILL VILLAGE DEVELOPMENT COMPANY**Salary range: £25,000 - £30,000****Job Description: Digital Marketing Executive [Maternity Cover]****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 layout and finish of a new build 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 Manager and Sales team 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 work to promote and protect our brand, reputation and image. Using your digital expertise, we will continue 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 to make this happen and monitor activity closely to ensure attention is being paid to the correct areas. In addition to this, there will be ad-hoc internal Marketing activities to consider, as well as contribution to Marketing strategy and content creation.

MAIN RESPONSIBILITIES

- ✓ Manage Graven Hill's digital communications and channels including website, email campaigns and social media to secure a pipeline of sales leads and prospects to deliver the annual and project targets.
- ✓ Continually 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, analyse 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

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 email campaigns
- ✓ 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 service provider such as MailChimp or Dotmailer
- ✓ 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 to ensure images are engaging and fit for purpose for various digital channels
- ✓ Working with online video channels e.g. Vimeo, YouTube
- ✓ Management of social media posts through scheduling software e.g. Hootsuite
- ✓ Experience website CMS (ideally Wordpress) and CRM system

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 and traditional media 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 email campaigns, including our database and residents' newsletters

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
- ✓ Creation of copy for blogs and launch campaigns, working with external copywriters to ensure relevant copy is being shared on the website to in-turn be shared on other platforms
- ✓ Ensure that the website offers engaging content and provides a rich resource of reliable, up-to-date information for potential customers and stakeholders
- ✓ Liaise 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 for accuracy and up to date information and ensure that out of date information is removed promptly

SOCIAL MEDIA

- ✓ Creation and upkeep of Social Media content calendar to be shared with the Sales team ahead of scheduling on Hootsuite
- ✓ 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 and Instagram
- ✓ Manage and monitor social media content, ensuring comments are identified promptly, moderated, and actioned as required, in liaison with 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 CREATION

- ✓ 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
- ✓ Work with our PR team and external copywriters to ensure any press material or content created is in-line with current brand messaging
- ✓ 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 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
- ✓ 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