

# JOB DESCRIPTION

Version 2: March 2017



<b>JOB TITLE:</b>	<b>Marketing Executive</b>
<b>COMPANY:</b>	<b>SDL Auctions</b>
<b>REPORTING TO:</b>	<b>Head of Marketing</b>
<b>DIRECT REPORTS:</b>	<b>None</b>

## PURPOSE OF ROLE

Providing full-time support to the Head of Marketing across the marketing mix on the UK's fastest-growing property auctions brand, working as part of a team of 4. This includes development of online and print collateral, digital marketing, campaign development, PR, and the management of agencies and suppliers.

The role also involves working as part of the wider group marketing team. The SDL Group is a national group of property and financial services companies, including national coverage in estate agency, estate management, mortgage broking, insurance broking, residential surveying and auctions.

You will be keen to contribute to projects at every level, managing, implementing and evaluating auction marketing campaigns across the UK.

## DUTIES & RESPONSIBILITIES

- Assisting in the development of the auctions marketing strategy.
- Development of tactical marketing campaigns to generate auction lots.
- Shared responsibility for brand consistency across SDL Auctions.
- Helping to generate positive PR and award wins for the brands.
- Working alongside Group Digital Marketing Executive to maintain the SDL Auctions website, including SEO.
- Development and analysis of marketing campaigns.
- Liaising with external agencies, providing clear briefs to maximise returns.
- Negotiation with media owners, printers and other providers.
- Prioritising time and budgets by brand with guidance from Line Manager
- Any other duties as assigned by your Line Manager.



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## PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
<b>Knowledge &amp; Qualifications</b>	
<ul style="list-style-type: none"> <li>Relevant degree-level qualification or experience in Marketing.</li> </ul>	<ul style="list-style-type: none"> <li>A proven track record of experience within the industry.</li> </ul>
<b>Experience</b>	
<ul style="list-style-type: none"> <li>Creative thinking.</li> <li>Working under pressure to tight deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in financial services, property, estate agency and lettings.</li> </ul>
<b>Skills &amp; Competencies</b>	
<ul style="list-style-type: none"> <li>Excellent communication skills, both written and verbal.</li> <li>Ability to manage multiple tasks.</li> <li>Time management and ability to prioritise</li> <li>Problem solving and decision making</li> </ul>	<ul style="list-style-type: none"> <li>Design skills and knowledge, including the Adobe Creative Suite.</li> <li>Ability to communicate at all levels.</li> </ul>
<b>Other</b>	
<ul style="list-style-type: none"> <li>Successful completion of Pre-Employment Screening (PES)</li> <li>Legally entitled to work in the UK.</li> <li>Willingness to temporarily work from any of the group or third party locations when required.</li> <li>Willingness to undertake staff training and development as required.</li> <li>Ability to work as part of a team.</li> </ul>	<ul style="list-style-type: none"> <li>Flexible attitude towards work.</li> </ul>

