



Property Auctions

National auctioneers, personal service



Marketing Executive, Level 1 Salary £21,000 - £22,000.

Creative? Energetic? Ambitious?

SDL Property Auctions Chilwell

We are the UK's most successful live-streamed auctioneer, selling hundreds of properties every month in our National Property Auctions and daily Timed Auctions.

At SDL Property Auctions we pride ourselves on being national auctioneers who provide a personal service, delighting our customers with great results every single month. We sell a wide range of residential and commercial properties for both private individuals and corporate clients ranging from investment properties, vacant houses, building plots, commercial and mixed-use buildings and more.

We also partner with more than 1,400 estate agents across the UK, allowing them to benefit from their very own, white-labelled auction department, which boosts their income and enables them to support sellers with fast and faff-free auction sales.

We are passionate about people and property, making sure our customer's experience is as great as can be. We want to do what it takes to make our customer's lives easier and better, regardless of who they are or their position. Our greatest asset is our people – and we know that by empowering them to make a difference, we can all become the best that we can be.

Your life as a Marketing Executive

You'll be full of energy and keen to dive straight in to support all aspects of the marketing team from assisting with delivering campaigns to developing reports and writing content which really catches the key. With support from the Marketing Manager you will help your colleagues hit their deadlines. Your attention to detail will match your level of enthusiasm (high!) and you'll always be looking for the next big idea to pitch.

What you'll do

- Assist in campaign creation and planning for B2B & B2C markets
- Bring new, exciting & creative ideas to the table
- Write creative content – Blog, Emails, Website & Brand Collateral
- Create copy for print and digital material, including graphic work
- Support the creation of the Auction Catalogue
- Web page production and editing – our websites need to look better than ever and you'll a key part in creating this and maintaining high standards of content
- Undertake Competitor and Market Research
- Create and analyse reports on all marketing campaign activities, demonstrating conversions, effectiveness and ROI
- Create video collateral across campaigns and for inclusion in our Auction Catalogues
- Assist with the management of social media channels, creating engaging content and scheduling posts
- Email Marketing
- Source advertising opportunities & liaising with industry publications
- Assist in event organisation and creation
- Support with marketing admin, including ordering print and promotional items
- Shared responsibility for brand consistency across SDL Property Auctions

Who we're looking for

We're looking for a team player who is passionate about the full marketing mix and comfortable working within both B2B & B2C markets, as well as having:

- 12 month's experience in a marketing role
- Design skills and knowledge, particularly of Adobe Creative Suite
- Technical writing skills - Excellent spelling and grammar as well as the ability to change the tone of voice depending on the audience.
- Strong communication skills – to work on campaigns you'll need to liaise with different people from different teams every day of the week, so the ability to communicate effectively is a must
- The nous to manage your workload and stakeholders to focus on the things that make a real difference, and hit deadlines
- Persistence and persuasiveness when it comes to implementing the campaigns you know will work
- An unquenchable thirst for knowledge of the newest, fastest, most effective methods of marketing
- The uncanny ability to bring together groups of people to work as a team to deliver your initiatives
- Eligibility to work in the UK and everything it takes to successfully complete pre-employment screening

And, ideally, but not vitally:

- Wordpress experience
- Coding Ability
- A marketing qualification
- Some experience in the property industry
- Experience working with remote teams
- A working knowledge of marketing automation software
- A flexible, can-do attitude.

How to apply

Write an email telling us why this job's got your name on it. Attach your CV. Press send careers@sdlauctions.co.uk. If you require any reasonable adjustments for any part of the recruitment process, please let our HR team know within your covering letter.