

Are you an organised, creative trailblazer?

This is your chance to lead from the front!

SDL Group Services

Nottingham

What we do

We deliver national coverage across the board in residential property services – surveying, mortgage services, auctions, property management, lettings and estate agency. In all areas, our revolutionary spirit has the customer at its heart.

Our marketing team are the creative heartbeat of the Group, leading the quest for new ways to revolutionise the industry, and communicating how we strive to make it better for our customers.

What we care about

Revolutionising our customers' experience is what drives us each and every day at SDL. We thrive on shaking up the industry and doing what it takes to make customers' lives better and easier. They deserve more and we want to be the ones to wow them.

We believe our greatest asset is our people and by empowering them to make a difference, we want those people to become the best they can be.

Your life as Head of Marketing Operations

You will embody the fast-paced, creative nature of the SDL Group's young and ambitious marketing team. You will be passionate about driving the team to new heights through better organisation, excellent communication and creative thinking – leading campaign optimisation as well as time and people management.

You will build relationships with business leaders across the SDL Group, building trust and delivering results through innovative marketing, always striving to improve ROI and identify additional opportunities to drive income.

And on top of all that, you'll always find space in your brain to explore better ways of working and reaching customers – revolutionising marketing in the property services industry.

What you'll do

- Lead the 11-strong SDL Group marketing team, driving ROI through efficient working and creative thinking

The logo for 'Love OUR CUSTOMERS', with 'Love' in a pink script font, 'OUR' in grey, and 'CUSTOMERS' in grey with a red heart replacing the 'O'.The logo for 'DARE TO BE DIFFERENT', with 'DARE' in a yellow, distressed font, 'TO BE' in grey, and 'DIFFERENT' in grey.The logo for 'MAKE IT BETTER', with 'MAKE IT' in grey, a lightbulb icon for 'IT', and 'BETTER' in teal with a striped pattern.

- Take the lead on all marketing activities, sharing best practice across the Group and identifying budget to test new ideas in the real world
- Develop excellent working relationships with business leaders across the Group
- Create and analyse reports on all marketing activities, demonstrating time management, conversions, effectiveness and ROI on everything being worked on
- Prioritise the team's workload based on the needs of the Group, managing competing projects and stakeholders, and making use of agencies to ensure that all good ideas are delivered with the best possible ROI

Who we're looking for

We're looking for a real leader with clear ideas on how to organise a team's time – and demonstrable knowledge and experience of marketing. You need to be passionate about managing people, and able to talk knowledgeably about the latest developments in marketing, with a view to optimising the customer's experience. You will also have:

- A degree-level qualification
- Experience of leading a marketing team to deliver successful, meaningful campaigns
- The nous to manage a team's workload alongside agencies 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:

- A marketing qualification
- Some experience in the property industry

How to apply

Write an email telling us why this job's got your name on it. Attach your CV. Press send.

recruitment@sdlgroup.co.uk

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