

[Auction stations for our latest marketing recruit...](#)

SDL Group Services

Nottingham

What we do

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

We are one of the UK's largest and most successful property auctioneers, helping corporate and private customers buy and sell residential, commercial property and land. Passionate about providing customers with sensational service, we strive continuously to find ways of making their life easier and better through improvements and innovations that are shaping the future of our industry.

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 easier and better. Because 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 our people can become the best they can be.

Your life as a Marketing Executive

Working as part of the fast-paced and growing SDL Auctions team, you will provide full-time support to the Head of Marketing across the marketing mix. This includes development of online and print collateral, digital marketing, campaign development, PR, and the management of agencies and suppliers.

You will predominantly focus on building and maintaining the B2B relationships including corporate clients, professional introducers and partner agents. You will be keen to contribute to projects at every level, managing, implementing and evaluating auction marketing campaigns across the UK.

What you'll do

- Assist in the development of the SDL Auctions marketing strategy including development of tactical marketing campaigns to generate lots and partner agents
- Prioritise your workload based on the needs of the business, managing competing projects and stakeholders and getting the best possible return for your time
- Shared responsibility for brand consistency across SDL Auctions
- Helped to generate positive PR and award wins for the brand
- Copywriting for online and offline marketing campaigns in line with brand messaging
- Create content including customer case studies, stats and facts, infographics, interviews and articles

Love OUR CUSTOMERS

DARE TO BE DIFFERENT

MAKE IT BETTER

- Generate content ideas and collect news and stats from around the business
- Development and analysis of marketing campaigns
- Liaising with external agencies, providing clear briefs to maximise returns including negotiation with media owners, printers and other providers
- Prioritising time and budgets by brand with guidance from Head of Marketing
- Support with marketing admin, including ordering print and promotional items and assisting with organising events as part of a wider team
- Any other duties as assigned by your Line Manager

Who we're looking for

We're looking for a team player with two years' B2B marketing experience. You need to be passionate about the latest developments in online and offline marketing and be passionate about optimising the customer's experience, as well as having:

- A degree-level qualification
- A drawer full of experience in all aspects of B2B marketing – including email marketing, events and printed and promotional materials
- A creative mind able to generate and initiate new ideas to engage with customers
- A ferret approach to generating engaging content and cheerleading key team members
- The nous to manage your workload and stakeholders – while working under pressure – 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
- Design skills and knowledge, particularly of Adobe Creative Suite
- Ability to communicate at all levels
- Experience of producing marketing reports evaluating metrics and data
- 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.

recruitment@sdlgroup.co.uk

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CUSTOMERS

DARE TO BE
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MAKE IT
BETTER