

SDL Group

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.

What we care about

Revolutionising our customers' experience is what drives us each and every day. 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 Digital Marketing Executive

You'll get stuck in from the start, enjoying the fast-paced environment and relishing the challenge of managing digital marketing activities for our Auctions, Property Management and Lettings divisions. As well as getting involved with the whole marketing mix, you'll enjoy the range of people you meet as you build relationships and communication channels at all levels inside and outside the business. You'll always find space in your brain to explore better ways of working and reaching customers through digital initiatives!

What you'll do

On a day to day basis, your role will typically include:

- Devise strategies to drive online traffic to the company websites
- Track conversion rates and making improvements to the websites
- Take the lead on any digital marketing campaigns in line with brand messaging and business targets.
- Utilise a range of techniques including paid search, SEO and PPC
- Manage online brand and product campaigns to raise brand awareness
- Manage the day to day content of websites ensuring all content is accurate and up-to-date

- Manage the relationship with our external web and digital agencies, ensuring that they are thoroughly briefed on projects
- Improve the usability, design, content and conversion rates on the company websites
- Review new technologies and keep the company at the forefront of developments in digital marketing

Who we're looking for

We're looking for a team player with two or more years digital marketing experience who's passionate about brand building and the customer experience and who has:

- A degree-level qualification
- Experience managing PPC, SEO and email marketing, either directly or through agencies
- Strong understanding of current online marketing concepts, strategy and best practice
- Excellent communication skills
- Strong organisational and time management skills for prioritising tasks and meeting deadlines
- A willingness to learn and develop their skills and knowledge
- Eligibility to work in the UK and everything it takes to successfully complete pre-employment screening

And, ideally, but not vitally:

- A marketing qualification (CIM or equivalent)
- Some experience in the property industry
- Experience working with remote teams
- Design skills and knowledge, particularly Adobe Creative Suite

How to apply

Write an email telling us why this job's got your name on it. Attach your CV. Press send to careers@sdlgroup.co.uk

If you require any reasonable adjustments for any part of the recruitment process, please let our recruitment team know within your covering letter.

