

<b><u>Job Title:</u></b>	<b>Digital Marketing Manager</b>
<b><u>Location:</u></b>	<b>Finchley, London (Office based)</b>
<b><u>Reports to:</u></b>	<b>Chief Operating Officer</b>
<b><u>Salary:</u></b>	<b>£35k - £45k Basic + Performance-based bonus</b>

### **Company Summary:**

**Live-in Guardians** are the market leader in vacant property protection, through our Guardianship model. We work with property Owners of all descriptions to protect their vacant properties by placing young professionals and key workers in their buildings to live as property Guardians.

Providing a vacant building is structurally sound, we conduct the required fit-out works to ensure the property is habitable and meets all Health and Safety requirements. Properties typically range from offices, former schools, pubs, police stations, churches, flats, and houses for example.

We also secure properties on a short-term basis by placing Live-in Caretakers on-site, as this provides a 24/7 security presence serving as a deterrent to any unauthorised visitors. Live-in caretakers are ex-service people (British Military) and are SIA Licenced.

Now in our twelfth year, we are always looking for talented individuals to join our team who are keen to work in an alternative sector that is very progressive.

### **Role Summary:**

An exciting opportunity has arisen for an initiative-taking Digital Marketing Manager to join Live-in Guardians and shape the marketing plan and its associated activities in both a B2B and B2C context. This is a hands-on, cross-channel role that requires a motivated and resilient individual to drive new ideas and strategies, with support from the senior management team and existing agency partnerships.

### **Position Overview:**

The successful applicant will be entering a pivotal business role encompassing all digital marketing activity in addition to some offline activity, including the management of marketing and sales collateral, for example. The role will come with a degree of autonomy and will require you to be the voice of Marketing within the business. Core responsibilities of the role include, but are not limited to:

- Thinking creatively on how to reach niche audiences in a competitive landscape
- Proactively working with digital agencies to develop strategies around SEO/PPC/eCRM and social media - to drive relevant traffic to the company website
- Improving the overall usability, design, content, and performance of the company website
- Managing online campaigns to raise awareness and generate sales leads
- Tracking campaign conversion rates whilst making necessary optimisations
- Developing the new product mix, branding, and respective launches
- Building and sending email marketing campaigns to generate sales appointments
- Creating attractive and impactful social media content to raise brand awareness
- Reviewing innovative marketing technologies to ensure the business keeps moving forward
- Conducting and evaluating customer research, market conditions and competitors
- Managing and reporting on the marketing budget
- Consistently achieving agreed KPIs and targets
- This role does not involve the direct management of people in the immediate term

#### **Skills & Qualifications:**

- 3+ years business to business experience as a Digital Marketing Manager, or Senior Digital Marketing Executive
- An academic background with a bachelor's degree of 2:1 or above is desirable
- Highly IT literate with solid knowledge of database marketing and experience using databases as a key source in business development
- Experience using Zoho CRM, and Zoho Campaigns is advantageous
- Working knowledge of Google Ads / Bing AdCenter, Facebook for Business, Google Analytics and Google Search Console
- Experience managing PPC, SEO, eCRM, social media and website agency relationships
- Experience working on website projects from concept through to delivery is desirable
- Experience using varied Content Management Systems is desirable
- Good understanding of current online marketing concepts, trends, and best practices
- Experience with desktop publishing/design software is advantageous. i.e., Adobe InDesign, Photoshop, Canva etc.
- Excellent analytical and communication skills
- Focused and enthusiastic about marketing
- Enjoys working in a busy, deadline-driven, creative environment