



# Marketing Executive Recruitment Pack



**Re : Marketing Executive**

Please find contained in this recruitment pack the following:-

- Role Summary and Background
- Job Specification
- Person Specification

Please read the information provided. When applying, please provide a cover letter outlining why you are applying and how you meet the Person Specification, paying particular attention to the Essential requirements. Do note that if you do not send a covering letter with your CV we are unable to include you in the short listing process.

Please send your covering letter and CV to [kelvin.bathe@dmu.ac.uk](mailto:kelvin.bathe@dmu.ac.uk).

The closing date for applications is Tuesday, 19 March 2019 at 12midday.

Thank you for your interest in working for SULETS and we look forward to receiving your application.

Yours faithfully



**Lisa Hackett**  
On behalf of SULETS



## ROLE SUMMARY AND BACKGROUND

Sulets is the only student housing and lettings provider recommended by both the De Montfort and University of Leicester's Students' Unions.

Sulets offers the best student accommodation in Leicester. Our open and honest service has no hidden or last-minute fees. This means our customers will find the perfect student accommodation that fits their budget. Above all we aim to meet customer requirements for ideal student living. Our friendly teams based in Leicester are experienced and knowledgeable. They work with customers to find them the perfect home to live, study and grow. Our branches are based in the Students' Unions of both De Montfort University and the University of Leicester. This means we are always close by to help.

Find out more at: [www.sulets.com](http://www.sulets.com)

We seek an experienced professional to oversee the Marketing provision. The ideal candidate will have proven experience of working within a busy marketing environment, will have experience of undertaking results driven marketing and promotional activities, experiencing of managing a website and a proven track record of setting and delivering marketing strategies to deliver results. While you will ideally have a relevant degree, strong consideration will be given to a qualified by experience candidate who has the required demonstrable attributes. You will have a proactive and enthusiastic attitude and the ability to communicate effectively with all staff members and stakeholders across the organisation. Experience within the property industry would be advantageous.

This role is ideal for an experienced marketing professional looking to move up to their next role and take on more responsibility and develop in an exciting commercial setting. It would be a perfect opportunity for an individual who likes autonomy and overall responsibility for the marketing provision of a business.



## JOB SPECIFICATION

|                         |   |
|-------------------------|---|
| <b>Job title:</b>       | Marketing Executive   |
| <b>Department:</b>      | Sulets  |
| <b>Salary:</b>          | £25,000 per annum   |
| <b>Hours of Work:</b>   | Monday to Friday, 37 hours per week   |
| <b>Responsible to:</b>  | Chief Executive Officer   |
| <b>Purpose of Post:</b> | To work under the direction of the Chief Executive Officer to provide oversight of the marketing provision within Sulets and develop and oversee marketing campaigns to promote the service . |

---

### MAIN DUTIES AND RESPONSIBILITIES

- Develop and deliver the marketing and social media strategy
- Have oversight of design, online and digital presence to deliver organisational plans
- Promote a unified brand, providing professional guidance, advice and information as required
- Plan, drive and deliver marketing activities to increase value and brand impact to both students, landlord and key stakeholders
- Measure and evaluate campaign effectiveness making recommendations for change and continuous improvement
- Be responsible for the online footprint of Sulets, including the management and development of the website, social media sites and overall design and functionality
- Analyse and report on website data and devise innovative ways to market the business.
- Create and publish social media posts linked to Search Engine Optimisation
- Manage and coordinate all marketing materials and mailing campaigns in keeping with brand guidelines
- Be responsible for the planning and implementation of all marketing events and activities and supporting promotional materials

- Have responsibility for setting and managing the marketing budget where applicable, in conjunction with the Chief Executive Officer, including monthly variance reporting
- Advise and support the organisation's public relations
- Build and maintain excellent working relationships with external stakeholders and suppliers, working with agencies and professional bodies as appropriate
- Any other duties deemed necessary to ensure the effectively delivery of the job description and the smooth running of the department

---

**This Job Description is subject to alteration after consultation with the post holder following any change in circumstances**

**MARCH 2019**



**PERSON SPECIFICATION**

**Job title:** Marketing Executive

**Department:** Sulets

| <b>SKILLS/COMPETENCIES REQUIRED</b><br>All experience may be paid or voluntary, full or part-time, in the UK or overseas.   | <b>ESSENTIAL</b>  | <b>DESIRABLE</b> |
|---|---|------------------|
| <b>Qualifications</b> <ul style="list-style-type: none"> <li>• Have a relevant degree or qualification at equal level (CIM or academic)</li> <li>• Evidence of continuous professional development</li> <li>• Have a specific digital qualification (i.e. Google certification)</li> </ul>  | √   | √<br>√           |
| <b>Experience</b> <ul style="list-style-type: none"> <li>• Experience of undertaking results driven marketing and promotional activities</li> <li>• Knowledge of managing a brand</li> <li>• Experience of setting and delivering marketing strategies in order to achieve results</li> <li>• Experience of managing a website with up to date content</li> <li>• Experience of working with stakeholders to deliver shared outcomes</li> <li>• Promote the site using SEO techniques</li> <li>• Experience of mailing campaigns using both email (Mail chimp) and printed options</li> <li>• Experience of writing and publishing content for suitable platforms – blog, Facebook, Twitter etc</li> <li>• Experience of preparing and delivering reports using Google Analytics and other lettings specific software</li> <li>• Experience of management projects / events</li> <li>• Knowledge and experience of working with Adobe Creative Suite</li> <li>• Understand the requirements of design and artwork for printed material and how to order print</li> <li>• Experiencing of developing creative ways to communicate with target audiences</li> </ul> | √<br>√<br>√<br>√<br>√<br>√<br>√<br>√<br>√<br>√<br>√<br>√<br>√ | √<br>√<br>√      |
|   |   |                  |

|   |                                     |          |
|---|-------------------------------------|----------|
| <p><b>Skills/Abilities</b></p> <ul style="list-style-type: none"> <li>• Able to manage your time and prioritise task effectively</li> <li>• The ability to be flexible and help other team members as required</li> <li>• The ability to be accurate and thorough in your work</li> <li>• Be comfortable and professional when dealing with the public</li> <li>• Have an interest in the property market and an understanding of topics of interest to students</li> </ul> | <p>√</p> <p>√</p> <p>√</p> <p>√</p> | <p>√</p> |
|---|-------------------------------------|----------|