



Digital Marketing Manager Recruitment Pack

www.sulets/jobs





Re : Digital Marketing Manager

Thank you for your interest in the role of Digital Marketing Manager at Sulets. Please read the information provided and return your completed CV to lisa@hackettconsultancy.co.uk.

This is a full time position, working 37 hours per week, based on a starting salary of £32,000 per annum.

For an informal discussion relating to the role, please contact Kelvin Bathe on 0116 467 0324.

Thank you for your interest in working for Sulets and we look forward to receiving your CV.



ROLE SUMMARY AND BACKGROUND

Sulets is a leading highly trusted accommodation provider in Leicester and the only agency recommended by both universities. Offering quality accommodation at an affordable price with an honest service is central to the Sulets offer, with no hidden costs or agency fees. We are part-owned by the Students' Unions of De Montfort University and University of Leicester and are a not-for-profit organisation, this means that any funds we do raise will be invested straight back into the student university experience.

We seek an experienced professional to manage our Digital Marketing. Your central responsibility will be to ensure that Sulets marketing communications activity supports the achievement of our sales targets, primarily through two channels - our on campus shops and the Sulets website. Success will be measured via the activity generated online and the number of sales achieved against the set target.

This is a wide ranging marketing position, but with a heavy emphasis on digital communications to ensure leads are generated and the Sulets service is promoted within our target customer groups.

It is a solo role, although you will have the support and knowledge of the rest of the Sulets team to help you along with our external agencies (digital and design).

Specifically, the role will include:-

- Develop and deliver the digital marketing and social media strategy
- Be responsible for design, online and digital presence to deliver organisation plans
- Planning and executing digital marketing activity, including the management and optimisation of all search functions, paid and organic, plus social media and email communication, working with our digital agency to maximise the return from this activity
- Drive and deliver our digital and social media platforms to increase value and brand impact to both students, landlord and key stakeholders
- Measure and evaluate our digital and social media effectiveness, including weekly sales updates, making recommendations for change and continuous improvement, keeping up to date with best practice through design and navigation changes
- Keep the content of the Sulets website up to date and relevant, ensuring all content is well written, accurate and optimised, where appropriate
- Analyse and report on website data and devise innovative ways to market the business
- Promote a unified brand, providing professional guidance, advice and information as required
- Continuing the management of the Sulets content calendar to ensure key topics and events are promoted
- Maintaining our social media presence across all digital channels, linked to Search Engine Optimisation, including the professional preparation and use of content on social media platforms and the Sulets blog
- Working with our external design agency to prepare printed materials, as required
- Have responsibility for setting and relevant marketing budgets where applicable, in conjunction with the Chief Executive Officer, including monthly variance reporting as requested.
- Management of, and participation in, events, as required (this will mean occasional Saturday working)

- Advise and support the organisation's public relations and maintain our relationships with the Students' Unions at the University of Leicester, De Montfort University, with professional bodies and our key stakeholders

Skills required:-

You will be a confident communicator – both written and verbal

You will be numerate and be comfortable using numbers for reporting and analysis

A good command of written English, as content creation (blog posts, emails, social media content) will be part of the role

Experience of using Google Analytics and other Google functions such as Google My Business, Google Cloud Platform and Google Ads

The ability to plan and manage your own workload and to ensure projects are completed efficiently

Be able to use, and have a good knowledge of:-

- WordPress – demonstrable, in-depth knowledge of WordPress, from day to day management of content, through to the set up of pages and the addition of graphics and images
- SEO – a solid understanding of best practice with demonstrable experience of how to drive organic traffic
- PPC – how to set up, manage and analyse pay for click campaigns
- Mail Chimp – to set up, execute and analyse email campaigns, as required
- Survey Monkey – to set up surveys and present results
- Microsoft Office – Word, Excel, Outlook & SharePoint

If you have knowledge and experience of using Adobe InDesign, that would be beneficial but is not a requirement.

Experience & qualifications:-

You will have gained experience in an equivalent role. You might be looking to move up and expand on the experience that you have gained so far in your career. We are less concerned about previous job titles than we are about your skills and enthusiasm.

You will ideally have a recognised marketing qualification, either a degree or a professional award.