



Position: Marketing Graduate/Digital Marketing Executive

Location: Enterprise House, Stirling

Contract: An initial one year project to research, identify and develop opportunities throughout the UK.

Job Description:

An exciting opportunity has arisen for a highly motivated Digital Marketing Executive to join our marketing team and support our continued growth.

We're looking for an expert in search marketing, in particular organic search. Our ideal candidate will be analytical and data driven with a strong understanding of digital advertising and SEO. But they'll also be hands on with the updating of our websites and will be able to write customer-facing copy.

About Us:

City Room Rentals is specialist niche Booking Management and Advertising Company with a core focus of delivering specialist market consultancy to leading universities, property funds and investors. City Room Rentals matches and connects students and universities from around the world to purpose built student accommodation in the UK. Our commercial hotel division also provides partners with the expertise to utilise underused assets during vacant summer periods, through peak commercial leisure occupancies, to operate as hotels.

Core project focus and requirements:

- Designing eye catching promotional banners and fixed place adverts on our websites
- Producing and managing Email templates and promotions
- Producing and posting news and promotions onto our social media platforms
- Managing campaigns within Google Adwords and improving return on investment
- Assisting and advising on SEO using Google analytics
- Assisting on new city and site launches to maximize early sales
- Proactively generating and delivering student enquiry leads
- Marketing planning and execution: Create and implement annual marketing plans
- Defining the marketing mix that drives familiarity and consideration of the brand

- Lead generation, customer acquisition, increased awareness and adoption of technology solutions as well as conversion and retention of business.
- Execute account-facing activities through optimum mix of tactics. Manage and deploy marketing budget in a disciplined and impactful manner
- Social Media management using Hootsuite
- Updating property pages (Familiar with Wordpress would be beneficial)
- Developing press releases and working with media outlets

This is a fantastic opportunity for somebody who is looking to move into a new role or to build on previous experiences. As this is a new role within our business we require applicants to have a minimum of one years' experience in a similar position and be able to give examples of work that they have produced/worked on.

Candidate

Knowledge / Experience:

- Bachelor's degree in Marketing or Business field.
- Desirable to have marketing experience with previous responsibility in field, channel, and distribution marketing, preferably within the travel and/or technology sector.
- Confident communication skills and the ability to influence and negotiate at all levels.
- Highly collaborative, excellent written and verbal communication skills.
- Ability to use bespoke systems (although full training will be given)
- Experience of the customer service industry preferred but not mandatory.
- This role requires strong team and relationship qualities. We are looking for friendly people who can build rapport with our guests and team. A friendly attitude combined with a strong work ethic, problem solving resilience, great reliability and time keeping, plus a passion for continual improvement.

Key Skills:

- Ability to work to deadlines and targets
- Full knowledge of Microsoft Office products, in particular Word and Excel
- Strong commercial acumen, good understanding of technology market preferred.
- Solid influencing skills, Strong planning and analytical skills.
- Self-starter with the ability to work independently and on own initiative.
- Strength in the management of complexity parallel with attention to detail, on-time delivery and assurance of quality standards.
- A great attitude to learning new skills.

This role will suit someone who has meticulous attention to detail, is able to work independently on multiple projects at the same time and has a 'can do' attitude.

What you'll get:

- Competitive salary
- Holiday entitlement of 29 days including some public holidays and your birthday!
- Career development and training
- Working with us you will be exposed to all aspects of business from sales, customers, suppliers, accounts and operations. This will give successful candidates a great insight into business management and future jobs.