



An exciting opportunity has arisen for a highly motivated graduate to test their skills in the role of Digital Marketing Executive at City Room Rentals. We're looking for experience in search marketing, in particular, organic search but most importantly a candidate that has a passion for marketing and is willing to learn within the field and join us at this exciting stage of business growth.

Our ideal candidate will be analytical and data-driven with a strong understanding of digital advertising and SEO as well as social media channels. 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 a young and vibrant company operating a 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:**

- Marketing orientated role requiring a target orientated individual
- Management of sales funnels through CRM system from open to close
- 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 an 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. We require applicants to have a minimum of one years' experience in a similar position or be able to give examples of work that they have produced/worked on during university study.

#### **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 a 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 timekeeping, 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
- Experience of social media channels and Google
- Strong commercial acumen, a good understanding of the 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
- Hybrid working (mix of office and home working)
- Flexible work environment. We are anything but a corporate company and want our team to shine within a relaxed work environment! Based in the Digital Hub Codebase Stirling, the largest tech accelerator in Europe.
- Holiday entitlement of 28 days and your birthday off!



- Career development and training, we would love the ideal candidate to develop and grow their skills and career with City Room Rentals.

**Contract:**

An initial one-year graduate development programme with the real possibility for extension to a permanent position upon programme completion.

Job Types: Full-time, Contract

Salary: £20,000.00 per year

Application deadline: 31/01/2022

Expected start date: 03/03/2022

Job Types: Full-time, Permanent

Salary: £20,000.00 per year

**Additional pay:**

- Performance bonus

**Benefits:**

- Casual dress
- Company events
- Company pension
- Discounted or free food
- Employee discount
- Flexible schedule
- Free or subsidised travel
- On-site parking
- Private medical insurance
- Work from home

**Schedule:**

- Monday to Friday

**COVID-19 considerations:**

This is not a customer-facing role. The position is based at our modern HQ offices in the city centre of Stirling in a large open plan office when not working from home.

**Education:**

- Bachelor's (preferred)

**Experience:**

- Digital marketing: 1 year (preferred)
- Marketing: 1 year (preferred)