



## Yorkshire Housing Role Profile

<b>Job title:</b>	Marketing Lead	<b>Leader of others:</b>	Yes
<b>Reports to:</b>	Head of Sales	<b>Contract type:</b>	Agile Homeworking
<b>Business area:</b>	Development, Sales	<b>Car allowance:</b>	No
<b>Budget holder:</b>	Yes	<b>DBS required:</b>	No

### Job purpose

We are looking for a creative, innovative digital marketing lead to take responsibility for the delivery of the marketing strategy for sales in Space Homes and within Yorkshire Housing.

You'll lead, design and run insightful marketing campaigns for our new build sites, generating quality leads. You'll manage our digital channels and produce creative content for e-newsletters, social media and the website. You'll know how to raise our brand profile through SEO, PPC and social media advertising and work with our Head of Sales to plan and deliver our approach.

You'll be a confident content creator, from social media to short smartphone video creation, with strong copywriting skills. As someone who will be involved in leading our marketing approach you'll be in on the latest trends and share new ideas with the team. You need to be a confident communicator who can instruct and manage external suppliers and agencies, making sure their performance and the quality of their work is on point.

You'll be a supportive leader, acting as a positive role model to grow and develop the Marketing Assistant.

You'll be part of a multi-skilled sales and marketing team so teamwork and collaboration is crucial.

### Key responsibilities

#### Digital channels and strategy

- You'll lead on the delivery of our strategy for our website, social and ppc advertising, social media and marketing campaigns
- You'll devise and run digital marketing campaigns and brand strategies
- You'll use data and insight to target specific customer persona's
- You'll create content for our website and use analytics to improve user experience
- You'll manage our social media channels, planning content and managing channels to bring our brand to life
- You'll manage external suppliers to instruct website development, CGI's, photography, videography or offline media advertising.

#### Campaigns and content

- Take a creative approach to delivering marketing campaigns
- You'll deliver our social media content, campaigns and advertising
- You'll make sure we've got the look, sound and feel of the Space Homes brand across our digital channels
- You'll take responsibility for marketing budgets making sure campaigns are planned and financially viable
- You'll monitor channels and measure success

#### Leadership

- Be a trusted adviser to colleagues

- Support and mentor the Marketing Assistant taking an interest in their personal development and growth
- Give specialist advice on digital and social media campaigns and content
- Take initiative in suggesting how we can improve what we do.

## What you'll bring to the role

### The main things:

#### Digital strategy

- An understanding of digital strategy for website and social media
- Able to devise creative marketing campaign strategies
- Experience in PPC and social media advertising

#### Campaigns and content

- You'll be experienced in delivering creative multi-channel digital comms campaigns and measuring success
- Experience in social media management
- Can create digital content such as short video clips and social media posts
- Creative thinker who can devise engaging campaign concepts
- Strong copywriter and content creator who can bring the Space Homes brand to life
- Good understanding of social media strategy and measurement
- Able to make decisions on spend and manage budgets
- Understanding of SEO

#### Leadership

- Strong influencing skills and able to work well with colleagues, customers and stakeholders
- Able to build trust and advise the business
- Strong organisational skills and can work to deadlines
- Can take initiative and suggest ideas for improving marketing channels at Space Homes
- A good level of experience in a similar role
- Eagerness to develop own skills and adapt to change.
- Personal values and approach that align with YH's values
- Ability to work flexibly in line with Hub, Home and Roam principles.
- An understanding of Equality, Diversity and Inclusivity and how this is applied through our service to customers and colleagues.

### It would be a bonus if you have:

- Degree or specific digital marketing/media qualification
- Member of a professional body (eg DMI/ CIM or similar)
- Coaching or line management experience.

### Our values:

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

**Create trust** • Do the right thing, not the easy thing • Be honest and open • Do what you say

**Be curious** • Think differently • Ask questions • Keep learning

**Make it happen** • Own it • Do it • Be empowered

**Achieve impact** • Do things that matter • Deliver results • Show pride and passion

**Have fun** • Enjoy work • Be yourself • Stay connected

We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.

Date last reviewed:

April 2024