**Yorkshire Housing Role Profile**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job title:** | Property Marketing Officer | **Leader of others:** | No |
| **Reports to:** | New Customer Manager | **Contract type:** | Agile |
| **Business Area** | Customer Success – Customer Service Delivery | **Budget holder?** | No |

|  |
| --- |
| **Job purpose** |
| To promote and advertise Yorkshire Housing rented properties using the most appropriate outlet to ensure that lettings are made in a timely manner using a variety of print, online and social media platforms. To minimise rent loss by delivering accurate information and creating a portfolio of information regarding our properties. To manage the handover of New Build properties from Development |

|  |
| --- |
| **Key responsibilities** |
| * Act as a first point of contact to internal and external customers.
* Delegating work to other members of the team and manage productivity
* Responsible for updating marketing and advertising on a range of media including Choice based lettings, Twitter, Rightmove and Facebook.
* Produce property adverts across all tenures that are professional and market our properties that attract the right customers.
* Produce promotional material for our commercial products that generates customer interest, finds the right customer and is competitive in the market.
* Building and maintaining relationships with Local Authorities
* Work with Development to develop and deliver marketing plans as necessary and plan for future handovers.
* Determine efficient ways to market hard to let properties
* Ensure properties are marketed at the right time to minimise void loss and relet times.
* Assist in allocating the best suited properties for current customers
* Creating customer profiles suitable for various properties
* Carry out other duties that may reasonably fall within scope.

As you can imagine, the above might not be all you’ll be responsible for in role so you might be asked to take on some other key responsibilities if they’re suitable for your role. |

|  |
| --- |
| **What you’ll bring to the role** |
| **The main things:** |
| * Adaptable and flexible to a changing and varied workload.
* Excellent numeracy, literacy and communication skills.
* High standard of accuracy and attention to detail.
* Comprehensive IT experience especially in MS products.
* Good organisation and time management skills.
* Experience in a customer service environment.
* Ability to prioritise, manage your own workload and to meet deadlines.
* Full UK driving license and access to a car for business purpose.
* 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:** |
|  |
| **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.  |