

PR & MARKETING MANAGER

The LOWE Group is the leading property consultancy for vacant space management; providing property owners with cost-effective, innovative solutions to managing their buildings, which in turn create social impact and support local communities. We believe that vacant properties present inspiring spaces for key workers, innovators, and place makers to live, work and create, and we are passionate about bringing these otherwise vacant spaces back to life.

LOWE is a fast-paced and dynamic company, and we are passionate about being the best at what we do. We challenge the way in which our industry has traditionally been working, separating ourselves from our competitors by being the most professional operator in the market.

We are seeking a PR & Marketing Manager to join the senior team, reporting to the Founder & Director and managing the Content Creator.

Salary £45-55,000

Full-time from our head office in Brixton or Hybrid on a pre-agreed basis

KEY RESPONSIBILITIES

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- Create 2024 marketing strategy, and coordinate and oversee the implementation.
- Spearhead strategic and creative campaign planning, creating advance quarterly content plan.
- Strategically manage the marketing budget, ensuring efficient allocation of resources to maximise results.
- Manage external copywriter for bi-monthly articles, with forward planning in accordance with the content plan.
- Coordinate with Services Team and Content Creator on property launches to ensure marketing strategy for new buildings is consistent and maximises results.
- Manage the company brand to ensure that LOWE values and services are promoted in the most effective and professional manner.
- Oversee LOWE website management, directing updates to the Content Creator where necessary.
- Review the company brochures on a six-monthly basis and coordinate with the Content Creator and external designer in any updates required.
- Manage the external SEO/PPC agency.
- Organise and attend informal client-facing events, focussing on 'property with purpose' to promote engagement with the wider industry.
- Manage all PR requests through external agency and execute PR strategies.
- Liaise with journalists and provide required information.
- Design and implement company Social Impact strategy, working with external partners on fundraising activities and volunteering opportunities.
- Oversee the production and management of Social Impact reports alongside external consultant.

## ROLE PROFILE

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- Minimum 5 years' experience in a similar role.
- Excellent communication and organisational skills.
- Self-motivated, personable, and driven individual.
- Positive, outgoing, and enthusiastic to do a high-quality job at all times.
- Ability to work professionally and calmly under pressure, prioritising workload and efficiently managing diary.

## BENEFITS

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- Annual performance-based bonus
- 25 days holiday (+ birthday day off)
- Regular social events and team outings