



## DIGITAL MARKETING EXECUTIVE

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The LOWE Group are 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 place makers, key workers and innovators to live, work and create and we are passionate about bringing these otherwise vacant spaces back to life.

### KEY RESPONSIBILITIES

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- Managing and implementing our online strategy
- Executing email campaigns for B2B clients
- Running paid advertisements through Meta Ads Manager and LinkedIn Campaign Manager
- Photography and videography of our property portfolio
- Content creation and copywriting
- Analysis of campaign performance, using data and metrics to make data-driven decisions
- Collaboration with our external web, SEO and PR agencies
- Managing industry awards processes
- Assisting the Head of Marketing with the events calendar

### ROLE PROFILE

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We are looking for an excellent Digital Marketing Executive to plan and execute our digital campaigns, driving traffic, engagement and conversions across both our B2B and B2C campaigns. The ideal candidate would have at least one year's experience in a similar role and a proven track record of successful campaigns.

We are looking for someone who is passionate about what we do and is highly motivated by both working for an impact-driven company and achieving targets. We are a very fast-paced company and so to be successful in this role, you need to be resilient and be able to work effectively under pressure.

This role will require the use of a number of different softwares, including HubSpot, Indesign, Canva and Wordpress. An existing level of understanding of each of these would be highly beneficial.

We like our teams and team members to be autonomous and so our roles are perfect for those who are self-motivated, ambitious and constantly striving to learn.

Attitude is everything.

### BENEFITS

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- £30,000 - £35,000pa (experience dependant)
- Annual performance based bonus
- 25 days holiday (+1 extra day for each year worked)
- Birthday day off
- Quarterly partner charity volunteer days
- Work anniversary vouchers
- Access to Wagestream
- Weekly team workouts
- Weekly team lunch

- Bi-annual team day-outs
- Mobile phone/contribution towards existing contract