



TRAINEE DIGITAL MARKETING EXECUTIVE

JOB DESCRIPTION

Creating Better Life Experiences.
One Home at a Time.

BLOOR HOMES[®]

Job title	Trainee Digital Marketing Executive
Department	Group Sales & Marketing
Responsible to	Web Manager

POSITION SUMMARY

The position will support the marketing and digital teams ensuring that all marketing campaigns are delivered to a high standard and content is created, up-to-date and optimised across the website and marketing channels. In this role there is an opportunity to be supported through the Digital Marketer Degree Apprenticeship (Level 6). The role is also suitable as a start to your career after achieving a digital marketing related degree.

KEY WORKING RELATIONSHIPS

Group Sales and Marketing Director, Web Manager, Marketing Operations Manager, Regional Marketing Managers, Group Graphics Department, Group Marketing Department

MAIN DUTIES

1. Creation of developments and plots on the website using a Content management system.
2. Creation and implementation of content at group level across multiple pages on the website to support marketing campaigns
3. Assist in the development of the website to become a leader, not only in its own industry, but a leader amongst others.
4. Assist in the creation and execution of Group digital marketing campaigns.
5. Regular audits and reviews of group and regional digital content, along with being a shared point of contact for regional queries.
6. Working with the Web Manager, assist in the testing and deployment of development tickets and ensure all on-going projects meet deadlines.
7. Working with the Group Graphics Department, ensure that all digital assets are up-to-date and catalogued in an orderly fashion
8. Assist the Web Manager with the drive to improve website conversion rate, with regular hypothesis and ideation sessions.
9. Periodically reviewing competitor's websites and digital channels to identify areas of opportunity.
10. Regular reporting across various channels, using mainly Google Analytics and PowerBI to identify trends and anomalies.
11. Regular liaison with various 3rd party agencies that support SEO and digital strategies.
12. Assist in helping to optimise website content for better search engine visibility that will support the Group SEO strategy.
13. Attending meetings that may be necessary in the performance of your duties.
14. Complying with and uphold company policies and procedures.
15. Undertaking any additional tasks as may reasonably be required from time to time.

It is a requirement of Bloor Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.