



Role: Digital Marketing Manager (Build to Rent)

Reporting to: Head of Marketing

Location: Leeds

OVERVIEW

LIV is a leading build to rent and residential block management company, delivering services nationwide. We currently manage tens of thousands of apartments in the UK and are involved in numerous schemes at different stages of development. Our clients include major developers and global investment funds and we also represent thousands of leaseholders nationwide.

The diversity of our client base calls for an integrated team approach and our experts strive to deliver value to our clients through clear, innovative thinking and timely solutions. We are also firm believers that you create your own success! As an entrepreneurial business we recognise and promote individuals who show potential to commit and grow with the business.

LIV is part of Cortland, who wish to develop 10,000 BTR units in the UK over the next 5-7 years commencing with our first 486-unit BTR residential development in Watford.

ROLE OVERVIEW

We're looking for a creative, data-driven and hands-on Digital Marketing Manager who will be responsible for creating and implementing innovative digital marketing campaigns to drive leads to Build to Rent (BTR) communities in the UK.

They will work with the Head of Marketing, to develop impactful marketing strategies in both the launch and stabilised phases of these large scale residential rental schemes.

The successful candidate will be able to;

- Understand how to use audience segmentation data to establish and influence appropriate routes to market.
- Demonstrate how to plan and deliver engaging end-to-end digital marketing strategies and optimise lead generation through online channels.
- Liaise and direct as appropriate external agencies in line with the delivery of the marketing strategies and tactics – digital, design, etc.
- Show strong stakeholder management, communication and influencing skills in mobilisation delivery meetings.
- Understand how to best influence the all-important customer journey and experience.
- Create and apply PPC and SEO strategies for rental schemes on behalf of different clients. Conduct keyword research according to the latest strategies and be familiar with digital best practice.
- Set up new channels and platforms for lead capture - property portals, websites, etc.

- Oversee the development of engaging content to be utilised in a range of formats and platforms including; e-brochures, websites, blogs, promotional on-line adverts and email campaigns.
- Monitor key marketing metrics (including Google Analytics) and analyse the effectiveness of marketing efforts for reporting, planning and campaign optimisation.
- Use marketing knowledge to identify and evaluate new digital technologies.
- Develop good working relationships and negotiate favourable terms with suppliers.
- Manage the expense of digital marketing budgets and measure ROI of marketing initiatives.
- Enhance brand awareness in the digital space.
- Oversee ongoing updates and improvements to various websites utilising CRM systems

YOUR BUILDING BLOCKS OF SUCCESS

Technical requirements:

- Comfortable using Adobe CC (Photoshop, Illustrator, InDesign, Premier Pro, Acrobat etc) HTML, ProcessWire, Wordpress and CRM (Zoho)
- Previous experience in consumer digital performance marketing essential
- Graduate with managerial experience, minimum of 3 years
- Good knowledge and experience of different digital marketing channels
- Google Adwords certification preferable

Knowledge, skills, and attitude:

- Strong interpersonal skills, working with a range of senior stakeholders and clients.
- Able to manage multiple projects to schedule, often under pressure
- Problem solver, analytical mind, with the ability to think on feet
- Strong level of accuracy and attention to detail
- Excellent communication skills
- Good numerical skills for estimating and budgets
- Approachable and flexible
- Strong team player but able to work independently
- Ability to gather and analyse information
- Will involve travel to sites within the UK

THE LIV DIFFERENCE

At LIV we understand that client service delivery and a focus on the resident experience sits at the heart of what we do. We put our customers and our residents first and enjoy the part we play in building vibrant, new communities.

We have worked extensively on large residential developments throughout the UK which has allowed us to develop specific experience and expertise in all the key areas that are relevant to successful management delivery. We are very fortunate to have a talented team and it is their combined experience which ensures we are at the forefront of the industry today.

Many of our competitors *talk* about what services they provide but we believe what makes us different is that we have been delivering these promises now for several years, at sites across the country.

With LIV's plans of further expansion, we would be delighted to see whether you believe you are the right person to continue this exciting journey with us.

LIV is an equal opportunities employer.