



MARKETING & PR MANAGER

ROLE SUMMARY

LOWE are the leading independent property guardian company who specialise in providing property owners with a professional, efficient and low-cost solution to the issues arising from vacant buildings. In turn, we provide quality, inspiring and affordable accommodation for London's young professionals, keyworkers and creatives. We have a desire to do things differently and disrupt the property guardian market for the better.

We are looking for a new team member to look after our in-house marketing, both for guardians and directed potential new business clients. You must be highly driven, enthusiastic and organised, with exceptional people skills.

KEY RESPONSIBILITIES

- Creating and implementing a company-wide marketing strategy
Management of all social media platforms, including copywriting
- Management of LOWE website, liaising with our web designers and making changes where necessary
- Management of website Search Engine Optimisation (SEO) and Paid per Click (PPC), in conjunction with our external SEO team
- Design and production of all marketing collateral, including brochures, mailers (via MailChimp), as well as maintaining our company blog
- Content creation; including liaising with new business team and copywriters to create regular cutting content
- Working alongside and implementing company PR strategy alongside the external PR team
- Management of image and video library, including producing content, editing and distributing accordingly

ROLE PROFILE

- Self-motivated individual who is willing to push themselves to achieve results
- An existing track record of implementing a successful marketing strategy
- Excellent photography, videography and copy-writing skills
- Positive, outgoing and enthusiastic to do a high-quality job at all times
- Ability to prioritise workload and efficiently manage diary
- Enthusiasm for identifying and embracing new ways of working and good practice
- Proficient in Adobe Creative Cloud Software: InDesign, LightRoom, Photoshop & Illustrator

BENEFITS

- Competitive salary and performance-based annual bonus
- 25 days (+ bank holidays)
- Regular social events and team outings