**Job Profile Information:**

**This supplementary information for Digital Marketing Assistant is for guidance and must be used in conjunction with the Job Capsule for Job Level 3 – Zone 2**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

Reporting into the Head of New homes, the Digital Marketing Assistant will be responsible for contributing to the delivery of an excellent customer experience journey on our organisations digital channels via marketing agencies. Our Digital channels will include

Websites, authenticated services, social media, email, search and other as they are developed.

The role will assist in the development of a new digital presence and services at Camden Council supporting the appointed marketing agency in delivering the Sales and marketing digital strategy for new build private sales and market rent homes.

We need someone who can provide assistance and support to:

* deliver our marketing strategy for property sales and market rent product
* promote digital services
* produce and upload promotional literature to web portals
* ensure our intranet and websites are up to date
* design and maintain marketing resources such as forms, templates and posters
* develop content for social media channels
* organise sales and launch events

**Example outcomes or objectives that this role will deliver:**

* To support the delivery of a full sales and marketing service, ensuring The Camden Collection communicates in a clear and timely manner to both internal and external audiences
* To assist with the delivery of our digital website and sales service while working with our external web designer on related matters.
* Work with IT to develop and host the new portal and monitor the number of hits the new website is obtaining to promote the CIP brand with sales and market rent for reporting purposes
* Liaise with agencies and architects to upload all floorplans and measurements on all existing and new developments to the website
* Play an active role in scheme branding concepts that attract customers to The New Camden Collection for sale and market rent.
* Working closely with the Rightmove property portal to assist our private market rent team on uploading and updating properties for letting.

The Sales and Marketing team are responsible for ensuring the profile of The Camden Collection brand is maintained at a high level and that we communicate effectively to all our various target audiences.

**Key responsibilities**

* Supporting creative design agencies in delivering an optimal customer experience
* Participation and assisting in marketing of developments within the CIP programme
* Liaison with third party suppliers and uploading properties to web portals
* Monitoring social media channels to enhance audience engagement
* Development and maintenance of additional websites or digital applications in line with customer and business needs
* Working closely with Sales agents to contribute to the development of marketing content and campaigns
* Effective liaison with other teams across the organisation to ensure that operational digital channel needs are met within
* Contribution to testing and training processes for new functionality upgrades to digital platforms, ensuring both are adequately delivered and meet the organisation and customer needs
* Contributes to social media channels to ensure services and messages are coordinated and communications with customers are relevant and engaging
* Attend weekly Sales and Marketing meetings with Sales agents and creative design agents.

**People Management Responsibilities:**

The Digital Marketing Assistant will play a vital role in supporting the sales function for The Camden Collection developments

in the London Borough of Camden. There are no management responsibility as the role is reporting into the New Homes Sales and Marketing Executive, but they will liaise with digital agencies supporting our sales programme administration on new build developments with selling agents.

**Relationships;**

Excellent communication skills and the ability to build a strong relationships with our internal customers is a must, while working towards agreed targets and timescales. The ideal candidate will be competent using a CRM system and possess good general IT skills. This role will assist the sales team in development launches, selling off plan and achieving all sales targets in a timely manner.

**Work Environment:**

The post holder will be required to work in an agile way in line with Camden’s move to paperless and flexible work environment. The post holder will be largely office based and will be required to attend site visits with the development and sales team as and when required.

**Technical Knowledge and Experience:**

You need to have good communication skills – oral and written and an eye for detail as accuracy is really important. You also need to be IT literate and have an interest in creative design and able to work in a new, busy and challenging environment.

* Experience of working with creative design agencies on at an assisted level
* Basic knowledge of GDPR and its importance within the digital world
* A Marketing or Digital Marketing Degree or similar qualification in Marketing
* Experience within marketing, PR, digital, web or communications role is preferred
* You must have strong copy-writing skills, have a keen eye for detail and understand the concepts of digital marketing
* You would have ideally managed social media accounts - Facebook, twitter etc

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

For further information on the Camden Way please visit:

<http://www.togetherwearecamden.com/pages/discover-jobs-and-careers-in-camden/working-for-camden/>

**Chart Structure**