

Marketing Director

Peterborough – Full time office based

Overview:

Due to continued growth and success, we are now looking for an experienced Marketing Director to join and head up our innovative Marketing team based at our head office in Peterborough. This is an exciting opportunity for a hands-on Marketing Director that is creative minded and wants to work for an organisation that will not only encourage but implement your ideas.

Job Purpose and responsibility:

- Responsible for the strategic and operational delivery of our direct response marketing activities through digital campaigns and all social media platforms
- Drive focus on excellence, deliver the highest level of marketing expertise and continuously seek to maximise opportunity, through strong leadership and a deep knowledge of the business, our products and our vision.
- Lead a team of skilled marketers, you'll need an imaginative, proactive, and flexible approach in weekly planning for commercial delivery. Your continuous success will be through developing yourself and mentoring the team to produce outstanding results
- Working collaboratively in our senior management team, this role will develop your marketing skills beyond anything you have achieved before. It is cutting edge, disruptive, challenging and career enhancing.

Key Result Areas

- Lead generation and target management, across multimedia platforms
- Engage and retain customers to ensure maximum attendance of events
- Manage the online and offline assets to best represent company values, maximize reach and increase sales
- Add value to and maximizing PHR of our databases and communities and grow those globally; and continually increase LCV and best customer/community nurturing
- Reporting all key data and KPIs to directors

What we offer in return

- 25 days annual leave
- Additional Holiday buy-in scheme
- Pension contribution
- Casual dress code
- Free parking
- Social Events Team

Progressive Property Ventures LLP is committed to being an equal opportunity employer with a diverse workforce. We will consider all applicants for employment without regard to race, religion, gender, sexual orientation, disability or age.