



BURRINGTON
ESTATES

Job Title:	Marketing Coordinator
Location:	Exeter, Devon
Contract Type:	Fixed-Term Full Time (37.5 hours)
Salary:	Competitive

Job Description

This is an exciting opportunity to join a leading South West property developer, at the forefront of high quality new development in the South West. With an extensive track record of success in creating first-class, design-led commercial and residential schemes, and specialising in the preservation of heritage sites, Burrington Estates portfolio encompasses medium to large-scale distinctive developments. <http://www.burringtonestates.com>.

The role would suit an ambitious and driven individual looking to work in a dynamic office. This will involve working closely with the Head of Marketing and Sales Manager delivering highly efficient and organised results. You will be responsible for implementing marketing campaigns, email campaigns and maintaining the company website. You will support the sales force with general operations, handle incoming customer enquiries, manage and build customer databases and produce marketing collateral. This is a broad and varied role requiring a diverse skill-set, a can-do attitude and the ability to adapt and be flexible where required.

The ideal candidate will have a minimum of 1-2 years' sales/marketing experience and/or a degree in business or marketing and a strong focus on customer service. This is a great opportunity to build your career in a fast paced growing company.

Key responsibilities:

- To assist with production of marketing materials
- Implement marketing campaigns and analyse the results
- Manage, maintain and constantly monitor social media channels
- Maintain and update the company website (Wordpress)
- Provide a professional first line of contact, and handle incoming customer enquiries
- Manage and update the company's CRM system
- Manage email campaigns/ communication – via CRM and Mailchimp
- Produce weekly reports – marketing campaigns, website analytics and leads update



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- Assist with digital marketing campaigns – SEO, Facebook advertising, AdWords
- Support the sales force with general operations to help reach the team's objectives and targets
- General administrative and reporting including filing, correspondence, post and the maintenance of client files
- Continuously broaden and improve the public perception of the Company at all times
- Ensure that market research, price benchmarking, advertising, incentives, PR and other marketing events are undertaken proactively by the sales team to provide the correct pipeline to fulfil agreed sales targets
- Follow and adhere to company procedures, standards of performance, and the Companies sales manual

The ideal candidate will have:

- High levels of self-management, organisation and ability to prioritise and manage a number of projects at one time
- Sales experience within the housing industry is desirable
- Exceptional customer service skills
- Computer literacy, proficient in Microsoft Word/Excel/Powerpoint
- Experience of Wordpress or similar
- Strong literacy skills and attention to detail
- Strong communication skills; good knowledge of the English language
- Digital marketing experience is desirable – SEO, AdWords, Google Analytics, Facebook advertising
- Design skills are desirable but not necessary (Adobe Photoshop / InDesign)
- Full driving licence as development and internal/external customer visits may be required

Burrington Estates has a reputation for creating imaginative, luxury residential apartments, houses and projects – set apart from volume providers. Through outstanding customer service, desirable locations, innovative developments and attention to detail, every Burrington Estates' home is unique, therefore if you would like to join this thriving company please forward your CV and covering letter to: **info@burringtonestates.com.**