

# MARKETING SUPPORT

**REPORTING TO:**

Managing Director

**NO. OF DIRECT REPORTS:**

None

**MOBILITY:**

50% office based

**LOCATION:**

Meriden

**DRIVING LICENCE:**

Required

**HOURS:**

20 - 25 hours per week

## KEY RESPONSIBILITIES

- To liaise with other Team Members to ensure that when existing Fully Manage and Find Collect tenants give notice that we re-market properties immediately with updated and correct information on Zoopla and Rightmove, checking that information is correct. Also where "Find Only" landlords request that we re-market their properties.
- To work closely with your Line Manager to ensure that new properties from new landlords, whether they are Fully Manage, Find Only or Find Collect, are marketed immediately with updated and correct information on Zoopla and Rightmove, checking that information is correct.
- To regularly add information to our own website about new properties and to keep updated and to review all properties on a daily, weekly and monthly basis to ensure correct data at all times, providing KPIs on a weekly basis.
- To monitor all responses to marketing and to decline or arrange viewings as per Company Standard, arranging access with existing tenants where appropriate. Dealing with any queries, offering other available properties where appropriate in order to let properties to the best tenants as quickly as possible without compromising the quality or the longevity of the let.
- To arrange all viewings, to then conduct them and provide information about the company's application process in line with Company Standard, managing your own calendar.
- To clearly explain the application process to interested viewers and to monitor interest up until the point where applications are received into the business.
- To assist with identifying new target properties to approach and mailing as appropriate using marketing literature provided.
- To leaflet drop in streets or areas where the company has successfully let properties as well as general leaflet dropping in target areas.
- To conduct all "Move Out" appointments, managing your own calendar.
- To conduct all "Move In" appointments, managing your own calendar.

## PERSONAL QUALITIES

- Good communication skills needed to liaise with a variety of people including landlords, tenants and contractors.
- Effective in working alone to complete tasks or providing team support when needed. Able to take the lead role within teams or participate and contribute as required.
- Able to effectively manage workload in order to deal with conflicting requests from clients and changing priorities.
- Able to prioritise and regularly review processes until completion.
- Good planning skills to ensure that realistic deadlines are agreed and met.
- Keen to learn new tasks and to look for ways of improving existing internal procedures. Ability to speak up and engage in positive discussion about procedures without being asked. Ability to share ideas in a positive way.
- Flexible approach in dealing with ad-hoc projects according to the needs of the business.
- Accuracy in communication and in following-up tasks. Strong desire to get things right, check and examine detail so as to provide a high level of client focus.
- Ability to manage appointments effectively – arranging, confirming and attending appointments and ensuring sufficient time to get to the next appointment without issues.
- Good route planning and knowledge of local areas. Confident and safe driving skills.

## PROFESSIONAL QUALIFICATIONS/EXPERIENCE

- Good keyboard skills and knowledge of Word and Excel. Experience of using databases and internet-based applications.
- A formal lettings qualification is desirable although not essential. Full training and coaching will be provided as well as an opportunity to study for professional qualifications.
- Good level of written communication in writing to landlords, tenants and contractors.