

Marketing Executive

About Us

UnderTheDoormat Group is an award-winning prop-tech company, and our London home accommodation business is one of the leading companies in our sector. We help property owners, portfolio owners and property companies generate higher income through the short term rental industry as well as providing hotel-quality stays for our guests in the comfort of a home.

This is an opportunity to join an exciting, technology-led business with a high energy team who work closely on delivering an excellent customer experience. You will have the chance to learn new skills, be involved in significant projects and make an impact on many different areas of the company.

We are looking for bright and ambitious people to help continue to grow the business. Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities. We celebrate leaders at every level of the business who demonstrate independence in their work while contributing to the culture and broader environment of the UnderTheDoormat team.

About the Role

The Marketing Executive will play a leading role in our Marketing Team and will be instrumental in our growth plans. We are looking for a genuine self-starter who has the ability, potential, and a thirst to learn and grow as the company does. The role would best suit somebody who has 3-5 years' experience in marketing and sales acquisition that can show return on investment.

Responsibilities

Specialist Skill Sets and Responsibilities:

- Writing content for all our marketing materials and collateral for all 4 brands

- Playing a leading role in building marketing campaigns and promotions, including cross-promotions, partnerships with other companies
- Managing relationships with key stakeholders, including senior management and external partnerships
- Selling us in for presentations and PR
- Managing the full events strategy including hosting our own
- Managing content and distribution across our social media channels
- Supporting the Marketing Director with admin tasks as needed
- Researching and contacting relevant leads across 3 brand audiences
- Write and send email newsletters to all our databases, and look at ways to build out those lists
- Selling us in for awards and organising attendance at the ceremonies
- Supporting the wider team with their projects and helping them reach their goals
- Proactively seeking, researching, and implementing other growth opportunities
- Supporting our HR team with any tasks as needed
- Be an organized individual that can work well in a team and on their own and has a strong initiative
- Supporting our Marketing Intern with day-to-day tasks like blog writing and social media

General Capabilities:

- Continuous improvement – Proactively identify improvements beneficial to our processes and the UnderTheDoormat Team and be part of the delivery of any initiatives implemented.
- Customer data excellence – Understand our data deeply, be able to report on trends and related solutions and maintain our data accurately on all our systems.
- Personal development – Participate in any personal development and training that is identified to help you carry out your role more effectively, as well as delivering any team training within your areas of expertise as and when required.
- Values and Behaviours – Uphold, safeguard and promote our values and behaviours at all times.
- Policies and procedures – Have good working knowledge of our policies and procedures and ensure yourself and your team work within them at all times.

- Legal and regulatory – Maintain records in line with current legislation, in particular GDPR, AML and Health and Safety.

As a young company, you will have the freedom to drive continuous improvements in how we operate – and we genuinely want you to drive improvements and take the lead, not just take direction.

Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities.

You should love the idea of supporting a team while also being able to work independently. As a small business you will also have a key role to play as a team member in helping us to ensure that our homeowners and guests have a positive and seamless experience.

You must enjoy interacting with customers and partners, demonstrate excellent attention to detail, and be able to multi-task. You will often be the face (digitally, written, and in person) of UnderTheDoormat Group and must be comfortable and confident in this role.

What we are looking for

- Someone with 3-5 years' experience in marketing
- Someone who wants to progress their career in marketing
- Someone who is looking to take on a broad role in a small team
- Someone who works well under pressure and with constantly changing dynamics
- A people person who thrives on working with others and loves building personal connections that drive growth
- Someone who is organised and pays attention to detail
- Someone who has strong written, verbal and interpersonal skills who's energetic and focused
- Someone who is data-driven in the way they approach decision making
- Someone who has a strong desire to expand and acquire new skills

What we offer

- Discretionary bonus scheme
- Flexible and remote working options (including sabbaticals)
- 25 days holiday plus the flexibility to buy or sell 5 days

- An exciting and fast-paced environment with lots of development and growth opportunities
- Friendly team and regular socials together
- Support from a mentor on how to grow your future career
- Informal ongoing development and training on key business skills, such as project management
- Cycle to Work Scheme
- Discounts for you and your family and friends on our homes
- Rewards for introducing new customers and team members

Our business is going places and we want you to as well. If you're interested in playing a key role in our team, please get in touch at team@underthedoormat.com