



Marketing Internship (3-12 month)

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 Intern will play a leading role in our Marketing Team and will be instrumental in our growth plans. You will play a key role within the team especially building our content and collateral, assisting with campaigns, eCRM – execution and testing, PPC, Google Analytics, PR execution, engagement, brand building and researching relevant events and conferences within the sector. We are looking for a genuine self-starter who has the ability, potential, and a thirst to learn and grow as the company does.

Responsibilities:

- **Website content** – Assisting with the content on our website and all of our materials
- **Marketing campaigns** – Playing a leading role in building marketing campaigns and promotions, including cross promotions, partnerships with other companies, and supporting our digital marketing team
- **Events** – Selling us in for events and creating and hosting our own
- **Content** – Developing content for us, both written and video
- **Social Media** – Managing content and distribution across our social media channels
- **eCRM** – Collating and building email content to our various databases, testing and learning as you go
- **Analytics** – Understanding what is driving traffic to our website and how to improve conversion
- **Supporting the CMO and marketing team** – Supporting in various admin tasks as needed
- **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 marketing data, 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

What we are looking for

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 ensure all our customers 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 the company and must be comfortable and confident in this role.

Specifically;

- Someone who is interested in gaining experience in marketing
- Someone who thrives 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 detail orientated
- Someone who has strong written, verbal and interpersonal skills who's energetic and focused
- Someone who has a strong desire to expand and acquire new skills

What we offer

- An exciting and fast-paced environment with lots of development and growth opportunities
- Friendly team and regular socials together
- Informal ongoing development and training on key business skills, such as project management
- Flexible and remote working options (including sabbaticals)

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